



COLLEGE OF

BUSINESS

College of Business MBA Program

College of Business

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Master of Business Administration (MBA)

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Ph.D., Management Information Systems
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Ph.D., Special Education
Southern University A & M College

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MBA, Entrepreneurship

Master of Business Administration (MBA)

Accredited by AACSB International, the College of Business at Southern University and A&M College, Baton Rouge is dedicated to the success of its students by providing a quality Master of Business Administration Program (MBA). The Program provides students with a broad knowledge by incorporating timely business topics into the curriculum that includes business communication and professional development, managerial accounting, managerial economics, financial management, quantitative analysis for business decision, management information systems, operations management, international business, marketing management, organizational behavior and leadership and business strategic decision making. Additionally, students are provided an opportunity to specialize in any of the seven field-based concentrations that include: entrepreneurship, human resources management, international business, supply chain management, accounting, finance and marketing. Foundation courses that are prerequisites to MBA courses are also offered to candidates without business education background. We are committed to preparing and graduating working professionals who have the ability to function as effective managers in organizations and also pursue entrepreneurial career opportunities. Our MBA graduates have the appropriate competencies to lead, plan and apply management knowledge and skills congruent with the needs of the rapidly changing national and global business environment.

Admission Requirements**For admission to the Southern University MBA Program applicants must provide:**

- a. A Bachelor's degree from an accredited U.S. Institution or the equivalent from a foreign institution.
- b. Official Transcript showing all undergraduate and graduate work pursued, if any, including GPA.
- c. Cumulative minimum grade point average (GPA) of 2.5 or above on a scale of 4.00 for all undergraduate work and a 3.00 for a graduate work.
- d. Scores from the Test of English as a Foreign Language - TOEFL (for International Students from non-TOEFL exempt countries).
- e. A four-page double-spaced Career Objectives Essay on:
 - How will an MBA degree help you for your future career development and transformation?
 - What special attributes or life experiences do you have that may distinguish you from other MBA applicants.
 - What you intend to do or be after you complete the MBA program.
- f. Acceptable GMAT or GRE Scores not older than five (5) years.
- g. Current professional resume showing work and leadership experience.
- h. Three Letters of Recommendation.
- i. Completed Degree-seeking Application Form.

GMAT/GRE Waiver Policy:

As a general policy, all applicants must take the GMAT or GRE test and meet the required score. However, GMAT/GRE Exam waivers will be considered on a case-by-case reviews based on the following criteria:

- a. Hold a graduate degree (MS, JD, MD, Ph.D., or D.D.S.) from a U.S. accredited university or equivalent, OR
- b. Have 3.50 or above undergraduate GPA on a scale of 4:00 from a U.S. accredited university or equivalent and a minimum of three years professional and/or managerial work experience.
- c. Applicants who do not meet any of the above criteria are not eligible for a GMAT or GRE waiver.

Degree Requirement

The SU MBA program is comprised of 42 semester hours, including 11 core courses (33 credit hours) and 3 electives (9 semester hours). Typically, one course is the equivalent of three credit hours.

MBA Core Courses (33 Semester Hours)

MBAP 507	Business Communication and Professional Development	3
MBAP 511	Managerial Accounting	3

MBAP 512	Economics for Managers	3
MBAP 513	Quantitative Analysis for Decision Making	3
MBAP 514	Financial Management	3
MBAP 515	Management Information Systems	3
MBAP 516	Organizational Behavior and Leadership	3
MBAP 517	Operations Management	3
MBAP 518	International Business	3
MBAP 519	Marketing Management	3
MBAP 520	Business Strategic Decision Making	3

Concentrations and Electives

The elective curriculum of the SU MBA program is designed to provide students with an opportunity for depth, breadth, or both. Students choose from among 26 elective courses in seven subject areas to gain a more concentrated expertise in the industries, functions, and ideas that interest them most. A minimum of three electives (9 credit hours) comprise an area of concentration. However, students are allowed to take more electives in order to have multiple concentrations.

The SU MBA elective courses and concentrations – Only 9 Cr. Hrs.

Course Number	Course Title	Cr. Hrs.
Concentration Entrepreneurship		
MBAP 521	Small Business Accounting and Taxation	3
MBAP 522	Entrepreneurial Finance	3
MBAP 523	Entrepreneurship	3
MBAP 553	Strategic Sales Management	3
Human Resources Management		
MBAP 526	Human Resource Management	3
MBAP 527	Employee Relations	3
MBAP 528	Staffing and Performance Management	3
International Business		
MBAP 531	International Trade and Global Competition	3
MBAP 532	International Finance	3
MBAP 552	International Marketing	3
Supply Chain Management		
MBAP 536	Logistics and Transportation Management	3
MBAP 537	Global Supply Chain Management	3
MBAP 538	Project Management	3
MBAP 539	Enterprise Resource Planning Systems	3
Accounting		
MBAP 541	Financial Accounting	3

MBAP 542	Tax Planning and Research	3
MBAP 543	Advanced Auditing	3
MBAP 544	Special Topics in Accounting	3
Finance		
MBAP 546	Investment and Portfolio Management	3
MBAP 547	Corporate Finance	3
MBAP 548	Financial Markets and Institutions	3
MBAP 532	International Finance	3
Marketing		
MBAP 551	Brand Mgmt. & Product Development	3
MBAP 552	International Market	3
MBAP 553	Strategic Sales Management	3
MBAP 554	Marketing Research & Analytics	3
Free Electives		
MBAP 595	Internship Experience	3
MBAP 596	Special Topic in Business	3

Program Length

The program completion time for the SU MBA, part-time MBA program designed for working professionals, is typically 20 to 24 months from the date of entry into the program. However, it varies from student to student depending on the individual's undergraduate major, course load per semester and other personal circumstances.

Class Length, times and Locations

All MBA courses meet once per week in the evening for 3 hours in T.T. Allain Hall and consist of a 15-week term during the fall and spring semesters. Generally, Summer classes meet twice per week for 3 hours and consist of eight-week term. Summer class alternative delivery schedules are offered as necessary.

Class Size

The SU MBA class sizes are small; they average 20 students and don't exceed 35, so students benefit from direct access to our faculty and close collaboration and interaction with classmates. The extensive professional experience of our students creates dynamic classroom discussions and promotes creative problem solving. Students tell us that the interaction and camaraderie with their classmates is one of the most valuable experiences in the SU MBA program.

Course Descriptions: Core Courses

MBAP 507. Business Communication and Professional Development (3 Credit Hours). Business professionals in this course study the principles MBAP, strategies, and techniques of effective written, oral, and digital business communication. Emphasis is placed on reviewing grammar and mechanics, as professionals create successful written messages including e-mails, memos, letters, reports, and résumés. Students learn productive techniques for business meetings, presentations, and interviews, as well as communicating professionally in an

increasingly global, digital workplace. Furthermore, students will be exposed to professional workshops and executive speaker seminars focusing on the soft skills (i.e., "self-management skills" and "people skills") needed by business professionals in order to succeed in the global business environment

MBAP 511. Managerial Accounting (3 Credit Hours). This course in management accounting emphasis the broad process of business planning and control. The course is designed to assist managers and/or business owners in the three areas: plan operations, control activities, and make decisions.

MBAP 512. Economics for Managers (3 Credit Hours). This course is a combination of intermediate microeconomic theory, statistics and econometrics, and some business management. It emphasizes the use of micro-economic analysis as a practical tool for decision making in consumption, management and public policy. The economic behavior of individuals (consumers and producers) in various types of markets as well as market themselves will be studied with intensive use of graphs, computer/statistical application and algebraic equations

MBAP 513 Quantitative Analysis for Decision Making (3 Credit Hours). It is an MBA required course providing analytical skills and tools that help business managers interpret and disseminate business information for operational and business decisions. It will cover inter-discipline topics that are fundamentals in quantitative analysis of business decisions with applications being emphasized. Topics will include probability concepts, hypothesis testing, forecasting, and simple and multiple regression, linear programming models, project management, and simulation

MBAP 514. Financial Management (3 Credit Hours). The Course encompasses the analysis, design, implementation, and management of information systems. The course helps to control operations through transaction processing, and also support planning and decision-making activities in all functional areas of an organization. Successful information system professionals need excellent communication skills (verbal and written), technical expertise in computer hardware and software systems, knowledge of the application domain, and the ability to work well with people.

MBAP 515 MANAGEMENT INFORMATION SYSTEMS (3 Credit Hours). This course provides a comprehensive foundation to understand the role of information technology in the corporate world. The tonics covered include information systems at different levels of management such as transaction processing systems, decision support systems, decision support systems and executive information systems.

MBAP 516. Organizational Behavior and Leadership (3 Credit Hours). This course is designed to provide masters-level business majors with an advanced understanding of the field of organization studies - i.e., organizational behavior and leadership. Emphasis is placed on the study of "classic" readings in these fields, so that the student can understand both the "state of the art" in theory, research, and practice, as well as gain insight into the historical development of ideas. Organizational behavior and leadership topics covered will include individual-level phenomena such as employee attitudes, motivation and behaviors, and meso-level phenomena including group and team dynamics.

MBAP 517. Operations Management (3 Credit Hours). This course examines contemporary issues in the area of production operations and supply chain management including integration of raw material procurement, inventory management, and finished goods delivery. The major topics covered are quality management and control, capacity management, plant location, layout and design, production planning and scheduling, inventory management, service operations, and supply chain management strategies.

MBAP 518. International Business (3 Credit Hours). This course is designed to provide MBA students with an advanced overview of the fundamentals of international business management. The course focuses on providing the student with an introduction to important international management issues, including international trade policy, internal functions as they relate to international business activities, and the strategies of international business. Specifically, we look at management problems and practices of international businesses, including: organizational structure of multinational organizations, production and logistics, human resource management, marketing and financial management; cultural, political, legal, and other environmental constraints.

MBAP 519. Marketing Management (3 Credit Hours). Advanced study of marketing functions from the point of view of the marketing manager, with emphasis on formulation and implementation of marketing policies, including product, channels, promotions, and pricing strategies. Decision making in marketing is first and foremost a skill. Like most skills, it possesses tools and terminologies and is best learning through practice. The primary objective of this course is to develop the decision-making skills of students in marketing.

MBAP 520. Business Strategic Decision Making (3 Credit Hours). This is a capstone course for the graduate business curricula that involves the study of business policies and corporate strategy integrating the functions of all fields of business administration with emphasis on a top management viewpoint of the operations of the business enterprise. Prerequisite: **Prerequisite: Final semester and MBA Director's approval.**

Course Descriptions: Elective Courses (9 Semester Hours)

MBAP 521 Small Business Accounting and Taxation (Credit 3). This course is designed to give students the necessary expertise in small business accounting and taxation. The course will compare and contrast the accounting objectives in the Tax Code with generally accepted accounting principles (GAAP) in financial reporting. The course focuses on fundamental tax concepts, the mastery of which will enable students to incorporate tax factors into a small business investment decision.

MBAP 522 Entrepreneurial Finance (3 Credit Hours). This course examines the elements of entrepreneurial finance, focusing on the early stages of company development. It addresses key questions which challenge all entrepreneurs: How much money can and should be raised; when it should be raised and from whom; how to forecast and manage financial performance and cash-flow; and how to maximize the value in a growing entrepreneurial enterprise. The purpose of the class is

to prepare students for these decisions, both as entrepreneurs and venture capitalists

MBAP 523 Entrepreneurship (3 Credit Hours). The course explores the complexities of creating and sustaining an entrepreneurial venture. It focuses on the impact of innovative behavior and its implication to decision making. The primary goal of the course is on the behaviors involved in forming new enterprises: recognizing and evaluating opportunities; developing a network of support; building an organization; acquiring resources; identifying customers; estimating demand; selling, writing and presenting a business plan; and exploring the ethical issues entrepreneurs face. The course consists of case studies and discussion, in-class exercises, readings, guest speakers, and an outside project.

MBAP 526 Human Resource Management (3 Credit Hours). The course explores the various HR strategies developed for attracting, selecting and retaining key talent. The course provides students how the application of HR strategies can be affected by organizational structure, time sensitivity and available skill sets. In addition, students will learn about the most current methods for measuring employee performance using an HR Scorecard that focuses on specific talents and abilities, as well as effective interventional approaches for improving employee performance.

MBAP 527 Employee Relations (3 Credit Hours). The course provides a study of the laws relating to employment. Includes defining the employer-employee relationship; regulation of discriminatory practices in employment (Title VII, the 1964 Civil Rights Act, and other statutes); regulation of the employment environment; and testing and evaluation of employee job performance. In this course students are directed in an examination of laws and regulations that govern how employees or human resources interact with their employers. The most important regulatory agencies that oversee the rights of employees within the workplace will become an important topic of this course. The roles of the various legislative, judicial and administrative bodies will constitute a large part of this course. Course is required for MBA students seeking a concentration in human resources management.

MBAP 528 STAFFING AND PERFORMANCE MANAGEMENT (3 Credit Hours). This course examines contemporary issues in the management and integration of raw material procurement, inventory management, and finished goods delivery. The topics covered include planning and managing inventories, transportation, network design, and financial factors influencing supply chain decisions. Each area is analyzed in terms of organizational differences, operational processes, variations in information needs, and performance control mechanisms.

MBAP 531 International Trade and Global Competitiveness (3 Credit Hours). The Primary goal of this course is to provide students with a comprehensive, up-to date and clear exposition of globalization with the theories and tools of international economics: how free trade, free movement of factors of production and barriers to trade operate, and what their costs and benefits are. Other issues to be addressed include applications and recent policy developments in international trade relations.

MBAP 532 International Finance (3 Credit Hours). This course provides students with an advanced and in-depth understanding of financial management principles as they relate to the global capital markets. Focusing on the global financial and macroeconomic environment, topics such as foreign exchange markets, management of foreign exchange exposure, international financial instruments, and cross-border investment are analyzed.

MBAP 536 Logistics and Transportation Management (3 Credit Hours). This course provides an understanding of the design and management of logistics and transportation operations in contemporary businesses. Particular emphasis is placed upon the areas of traffic management, carrier operations, carrier selection and contract negotiation, and warehousing. Each area is analyzed in terms of organizational differences, operational processes, variations in information needs, and performance control mechanisms.

MBAP 537 Global Supply Chain Management (3 Credit Hours). This course examines contemporary issues in the management and integration of raw material procurement, inventory management, and finished goods delivery. The topics covered include planning and managing inventories, transportation, network design, and financial factors influencing supply chain decisions. Each area is analyzed in terms of organizational differences, operational processes, variations in information needs, and performance control mechanisms.

MBAP 538 Project Management (3 Credit Hours). This course provides a good understanding of project management roles & environments, the project life cycle and various techniques of work planning, and control and evaluation to achieve project objectives. The tools currently available to project managers are discussed throughout this course.

MBAP 539 Enterprise Resource Planning Systems (3 Credit Hours). This course is designed to provide the students with a comprehensive understanding of Enterprise Resource Planning (ERP) systems, which are used to integrate an organization's operations and processes effectively and efficiently. Extensive hands-on experience with contemporary ERP software such as SAP R/3 is provided.

MBAP 541 Financial Accounting ((3 Credit Hours). This course is designed for MBA students who upon completion of study will not function as accountants but will apply financial literacy skills acquired to develop policies and make informed decisions that create value in the organization for the benefit of all stakeholders. The course covers a range of topics, which include: review of financial accounting principles and concepts; the accounting cycle, right from the journal, through ledgers, trial balance, adjustments, to preparation of financial statements in accordance with the generally accepted accounting principles (GAAP). Particular focus is given to analysis and interpretation of financial statements for policy development and decision making. The course also covers valuation and recording of assets, liabilities and equity securities.

MBAP 542 Tax Planning and Research (3 Credit Hours). This course provides a general introduction to taxation as it relates to business entities emphasizing methodology, research and planning. The course focus on the study of the overall tax structure of various business entities especially on

Corporations, S-Corporations, Partnerships and other hybrid forms of business organizations

MBAP 543 Advanced Auditing ((3 Credit Hours). This course is designed to provide a more in-depth study of auditing concepts, procedures and techniques. It prepares MBA students for the responsibilities and challenges faced as an auditor in charge. The course format includes discussions on traditional audit topics as well as on emerging topics related to technology, environment, and quality controls monitoring. The course assumes baseline undergraduate knowledge of internal and external audit, although a course in either of the two will be a good prerequisite. In addition to classroom discussions, guest speakers that are subject matter experts from different practice areas may be invited to share their knowledge and experience on how auditors deal with practice issues in today's environment. This course is a graduate seminar, not a traditional lecture. Therefore, students will be expected to engage themselves fully as seminar participants.

MBAP 544 Special Topics in Accounting (3 Credit Hours). This course is designed to discuss important special topics in accounting not covered in other advanced accounting courses. The topics to discuss include: (1) accounting and corporate governance; (2) International Financial Reporting Standards (IFRS) and the differences between IFRS and the US GAAP; (3) forensic accounting and fraud examination, (4) oil and gas accounting, (5) banking and insurance industries accounting, and (6) healthcare industry accounting. It aims to prepare MBA students for challenges faced with special areas of accounting. The course format includes discussions, guest speaking, as well as presentations on the different special topics. The course assumes some baseline undergraduate accounting knowledge as prerequisite. In addition to classroom discussions and presentations, this class should be taught through guest speakers, who are subject matter experts in their different areas. This course is a graduate seminar, not a traditional lecture. Therefore, students will be expected to engage fully as seminar participants.

MBAP 546 Investment and Portfolio Management (3 Credit Hours). Characteristics of investments media, investment planning and programming, investment management, sources of information, security analysis, portfolio theory and other relevant topics. Computer software will be utilized.

MBAP 547 Corporate Finance (Credit 3). This course emphasizes corporate financial management. Covers financial analysis, working capital management, cost of capital, capital budgeting, valuation, and capital structure. Includes extensive use of financial models.

MBAP 548 Financial Markets and Institutions ((3 Credit Hours). The course focus on financial products and participants in modern financial markets. The products are financial assets whereas participants include investors, regulators, dealers, brokers and professional money managers. Major emphasis is placed on the reaction of participants in financial markets to 'economic' news and how the interaction of market participants through exchange affects the values of financial products traded in those markets. Study of the evolution of financial markets provides a historical perspective regarding problems which have been overcome in the past as well as potential problems which may arise in the future. The operations of the Federal Reserve

and monetary policy are also examined. By studying financial markets, students gain an appreciation of the importance of our financial system and how its efficient operation relates to funds allocation, economic growth, and higher standards of living for the general public.

MBAP 551 Brand Mgmt. & Product Development (3 Credit Hours). This course is designed to familiarize MBA students with the tools and techniques associated with analyzing market opportunities and then focus on designing, testing, and introducing new products and services. The branding component of this course addresses planning and evaluating brand strategies, how to build and maintain brand equity, how marketing mix variables can affect brand equity over time, and important branding decisions faced by an organization, particularly the role of brands in strategy. This course is taught in seminar style with heavy emphasis on the case method.

MBAP 551 Brand Mgmt. & Product Development (3 Credit Hours). This course is designed to familiarize MBA students with the tools and techniques associated with analyzing market opportunities and then focus on designing, testing, and introducing new products and services. The branding component of this course addresses planning and evaluating brand strategies, how to build and maintain brand equity, how marketing mix variables can affect brand equity over time, and important branding decisions faced by an organization, particularly the role of brands in strategy. This course is taught in seminar style with heavy emphasis on the case method.

MBAP 552 International Market (3 Credit Hours). This course examines marketing practices in a global environment, which includes linking the various, economic, social, political, and legal dimensions of the world to the marketplace. Special emphasis is placed on the impact of cultural values and political systems on how business processes are conducted, how business transactions occur, and how to develop global marketing strategies. This course is taught in seminar style with heavy emphasis on the case method and the development of global entrepreneurs and intrapreneurs.

MBAP 553 Strategic Sales Management (3 Credit Hours). This course provides students with the knowledge and skills necessary to effectively analyze problems and make decisions related to sales force management and managing the overall customer relationship effort in an organization. Emphasis is placed on identifying the types of decisions necessary and evaluating different approaches for making decisions that lead to a more customer-centric business model. The course is designed to reflect current best practices in managing the sales initiative and customer relationships. Leadership, innovation, and technology are thematic topics. The course also includes professional development and incorporates oral, written, and analytical skills, which are critical in marketing and leadership in general.

MBAP 554 Marketing Research & Analytics (3 Credit Hours). This course aims to equip MBA students with the methodology and applications of multivariate data analysis. Traditionally, courses of this nature focus on mathematical/matrix techniques used to derive the outputs. This will not be a math course but rather a course geared around making use of established statistical techniques/software. As such this course will focus on application of various software packages, data requirements,

appropriateness of techniques, and analysis of output, drawing inferences and developing managerial recommendations based on data analysis.

MBAP 595 Internship Experience (3 Credit Hours). The Internship/COOP Experience – MBA 595 is an experiential learning component of the SU MBA Program that provides students a medium where materials learned in the classroom are applied in a tangible situation. Students work for a semester or two in medium or big size businesses, manufacturing companies, and governmental agencies or non-profit and/or service organizations in order to be exposed to real business problems and learn how to analyze, solve actual and current problems facing the organization. Prerequisite: MBA Director's approval.

MBAP 596 Special Topic in Business ((3 Credit Hours). Special Topics in Business explore an area of interest to the student that is current and builds upon an existing course in the functional areas of management, finance, marketing, accounting, or economics. Topics of offerings may include, but are not limited to: e-commerce, entrepreneurship, emerging markets, information systems, leadership, investments, project management, global finance, global competitiveness and international market. Prerequisite: MBA Director's approval.