

DEPARTMENT OF BUSINESS ADMINISTRATION AND ENTREPRENEURSHIP

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Vision

To deliver outstanding Business Administration and Entrepreneurship programs with faculty that are recognized for excellence in instruction, research, and service.

Mission

The mission of the Department of Business Administration and Entrepreneurship is to assist in fulfilling the mission of the University and the College of Business Administration by providing students with an academic foundation to become productive citizens, to develop successful careers, and to provide interested students with the background to pursue graduate or professional studies. The academic foundation leading to a Bachelor of Business Administration degree in Business Administration or Entrepreneurship is designed to arouse intellectual curiosity, develop analytical reasoning, and provide historical and current information relative to the global environment.

Academic Programs

The **Business Administration** degree program provides a solid foundation in business and sufficient electives to customize a degree plan for directed career paths.

The **Entrepreneurship** degree program prepares students to serve as chief executive officers of start-up and growth-oriented businesses and to apply entrepreneurial principles in positions of responsibility in larger business enterprises and not-for-profit organizations.

Highlights

The Department of Business Administration and Entrepreneurship participates in the certified Professional Golf Association of America's Professional Golf Management program with participating students receiving the BBA degree in Business Administration with a concentration in PGA Professional Golf Management.

Suggested Minors

An Minor in Entrepreneurship would be very beneficial to students anticipating starting or running their own businesses.

Business Administration majors should consider a minor in one of the approved business minors to provide depth of knowledge in at least one business field.

- Accounting (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/business/minor-accounting/>)
- Banking (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/general-business-finance/minor-banking/>)
- Business Data Analytics (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/economics-international-business/minor-data-analytics/>)
- Economics (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/economics-international-business/minor-economics/>)
- Entrepreneurship (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/general-business-finance/minor-entrepreneurship/>)
- Finance (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/general-business-finance/minor-finance/>)
- International Business (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/economics-international-business/minor-international-business/>)
- Management (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/minor-management/>)
- Management Information Systems (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/minor-management-information-systems/>)
- Marketing (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/minor-marketing/>)

- Real Estate (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/business-administration-and-entrepreneurship/minor-real-estate/>)
- Supply Chain Management (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/supply-chain-management/>)

Career Opportunities

The Business Administration and Entrepreneurship degree programs are designed to prepare students for careers in business, government, or not-for-profit entities; to include the core business courses required for admission to master's or other professional programs; or to be combined with a sequence of professional education courses and other requirements by the College of Education to earn a certificate to teach in secondary schools.

- Bachelor of Applied Arts and Sciences: General Business Concentration (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/colleges-academic-departments/science-and-engineering-technology/agricultural-science/career-technology-program/general-business-baas/>)
- Bachelor of Business Administration, Major in Business Administration (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/colleges-academic-departments/business-administration/business-administration-and-entrepreneurship/bba-general-business-administration/>)
- Bachelor of Business Administration, Major in Business Administration: Real Estate Concentration (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/colleges-academic-departments/business-administration/business-administration-and-entrepreneurship/bba-general-business-administration-real-estate-concentration/>)
- Bachelor of Business Administration, Major in Business Administration with PGM Concentration (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/colleges-academic-departments/business-administration/business-administration-and-entrepreneurship/bba-general-business-administration-pgm-concentration/>)
- Bachelor of Business Administration, Major in Entrepreneurship (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/colleges-academic-departments/business-administration/business-administration-and-entrepreneurship/bba-entrepreneurship/>)
- Bachelor of Science, Major in Integrated Studies: Land and Urban Property Development Concentration (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/colleges-academic-departments/humanities-social-sciences/integrated-studies/bs-integrated-studies-concentration-land-and-urban-property-development/>)
- Undergraduate Certificate in Business Legal Analysis (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/colleges-academic-departments/business-administration/business-administration-and-entrepreneurship/business-legal-analysis-certificate/>)
- Undergraduate Certificate in Business Negotiation and Communication (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/colleges-academic-departments/business-administration/business-administration-and-entrepreneurship/business-negotiation-and-communication-certificate/>)
- Undergraduate Certificate in Real Estate Analysis (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/colleges-academic-departments/business-administration/business-administration-and-entrepreneurship/real-estate-analysis-certificate/>)
- Minor in Business Education (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/colleges-academic-departments/business-administration/business-administration-and-entrepreneurship/minor-business-education/>)
- Minor in Entrepreneurship (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/colleges-academic-departments/business-administration/business-administration-and-entrepreneurship/minor-entrepreneurship/>)
- Minor in General Business Administration (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/colleges-academic-departments/business-administration/business-administration-and-entrepreneurship/minor-general-business-administration/>)
- Minor in Real Estate (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/colleges-academic-departments/business-administration/business-administration-and-entrepreneurship/minor-real-estate/>)

Student Organizations

Collegiate Entrepreneurs' Organization

Internships

The department has historically been very successful in offering internships. This program has been expanded to include internship opportunities specifically designed to meet the PGA Professional Golf Management program requirement. Internships for students interested in other business environments are also becoming increasingly available.

Scholarships

Scholarships are available on a competitive basis for Business Administration, and Entrepreneurship majors. Students are encouraged to apply for scholarships using the Scholarship4Kats (<https://shsu.academicworks.com/>) program on the Financial Aid (<https://www.shsu.edu/dept/financial-aid/>) website.

The Scholarships4Kats program is a single application that will allow the student to apply for most scholarships available on campus whether at the departmental, college, or university-level. The deadline for applying for department scholarships is December 31. Scholarship recipients are announced in April for the following academic year. The specific scholarships that are available through the department vary from year-to-year and may include:

- Brater Family Business Endowed Scholarship
- CB&A Realtors Scholarship for Entrepreneurial Studies
- Davis-Holden Entrepreneurship Scholarship
- Department of Business Administration and Entrepreneurship Faculty Scholarship
- International Association of Administrative Professional-Houston Chapter/Dr. Rita B. Huff and Dr. Ronald D. Johnson Endowed Scholarship
- Lozano Family Scholarship
- Randy Wallace Business Plan Scholarship

Business Administration

BUAD 1211. PGA/PGM Professional Development Seminar. 2 Hours.

This course is designed to guide students through the completion of the Level 1 materials of the PGA of America Professional Golf Management Program. This course is only available to students enrolled in the PGA/PGM program. The course may be repeated for a maximum of 8 academic credit hours. Course Equivalents: BUAD 1011, BUAD 1111 .

BUAD 1301. Introduction to Business Careers. 3 Hours. [TCCN: BUSI 1301]

Students are provided a survey of all the major business disciplines with an emphasis on helping define career objectives and supporting academic interest areas as well as an overview of what is involved in accounting, marketing, management, legal aspects of business, economics and finance. This course is an ideal choice for any students wanting to learn of opportunities in business and how to pursue them. The course is not open to business majors with junior or senior standing.

BUAD 2189. Pga/Pgm Internship. 1 Hour.

A course is designed to provide the student with an initial opportunity to apply academic skills in a practical work environment as required to complete the PGA/PGM Program. (See Internship Coordinator prior to enrolling.) All internships must be approved in advance in order to receive credit. The course may be repeated for a maximum of 2 hours of academic credit and is only available to students enrolled in PGA/PGM program.

BUAD 2321. Design and Presentation of Business Projects. 3 Hours.

The focus of this course is designing and delivering effective business presentations. Topics may include planning, developing, organizing, and delivering business presentations. Students will design/develop effective visual aids that will be used in their business presentations using computer-assisted software.

Prerequisite: 30 hours.

BUAD 3189. Pga/Pgm Internship III. 1 Hour.

A course designed to provide the student with additional opportunity to apply academic skills in a practical work environment as required to complete the PGA/PGM Program. (See Internship Coordinator prior to enrolling.) All internships must be approved in advance in order to receive credit. The course is only available to students enrolled in PGA/PGM program.

BUAD 3269. Advanced PGA/PGM Professional Development Seminar. 2 Hours.

This course is designed to guide students through the completion of the Levels 2 and 3 materials of the PGA of America's Professional Golf Management Program. This course is only available to students enrolled in the PGA/PGM program. The course may be repeated for a maximum of 6 academic credit hours. Course Equivalents: BUAD 3069, BUAD 3169 .

BUAD 3301. Business Legal Environment. 3 Hours.

Students cover legal environment from a "preventive law", practical perspective. Specific subjects may include: Litigation, Alternative Dispute Resolution, Torts, Business Organizations, Real and Personal Property Law. Students are provide an introduction to Environmental Law, Consumer Law, Securities Law, Human Resources Management Law (Labor Law), and Marketing Law (Anti-Trust). Course Equivalents: BUAD 2301 .

BUAD 3335. Business Communication. 3 Hours.

Students develop skills required to use communications as a business tool and a personal skill with emphasis on the logical development of routine, written messages, and reports.

Prerequisite: ENGL 1302 and 42 hours.

BUAD 3336. Successful Workplace Relations. 3 Hours.

This course is designed to provide the foundation for the development of successful workplace relationships. The course includes an overview of social and emotional intelligence skills that are most commonly used by successful business professionals. Skills are introduced for managing personal ethics, conflict, and trust, which are essential for managing and leading in the business environment. Course Equivalents: BUAD 4348 .

BUAD 3337. Artificial Intelligence for Business Communication. 3 Hours.

Students apply artificial intelligence (AI) tools for communicating in business situations and explore the ethical and practical considerations of using these technologies.

Prerequisite: BUAD 3335 and 42 Credit Hours.

BUAD 3338. Entrepreneurial Law. 3 Hours.

Students examine the major legal issues confronting entrepreneurs and owners of small businesses. The course presents an overview of the legal issues, strategies and documents required to start a new business, raise capital and manage legal and civil liability. An assortment of legal documents, such as employment contracts, sales contracts, insurance contracts, and shareholder agreements will be examined. Procedures to protect intellectual property will also be addressed.

BUAD 3340. Visualized Messaging in the Workplace. 3 Hours.

Students learn and apply the principles and conventions of visual design and data visualization appropriate for business settings and use that knowledge to create workplace-appropriate messages that include essential visual elements. Students develop the skills to select and visually design relevant information and data to compose compelling, ethical business messages for internal and external decision-makers.

Prerequisite: MGIS 1305 OR CSTE 1330.

BUAD 3345. Entrepreneurship I - Startup. 3 Hours.

Students are provided an overview of theories of entrepreneurship, the process of creating wealth, and public policies that encourage new venture formation and economic growth.

BUAD 3355. Business Law. 3 Hours.

The focus of this course is on areas of modern commercial law as needed by business professionals in conducting business transactions in buying and selling goods and services. Common Law Contracts and negotiation strategies are presented. Students exam the Uniform Commercial Code includes Sales Law, Leasing, Commercial Paper - Negotiable Instruments, Commercial Storage and Distribution of Goods, and Transfer of Securities. Creditor's rights and U.S. Federal Bankruptcy Code are also covered.

BUAD 3357. Financial Compliance and Regulations. 3 Hours.

Students explore current financial and banking industry regulations critical to effective financial and banking management with an emphasis placed on how to create a compliance program that is in accordance with both state and federal regulatory agencies.

Prerequisite: Junior standing.

BUAD 3360. Human Resources Management Law. 3 Hours.

This course is designed for students who are seeking management positions and human resource management specialists. Students study employment law with particular emphasis on Federal Laws on discrimination, compensation and promotion issues, worker safety, and employment benefits. Taught from a "preventive law" perspective, students acquire skills needed to keep abreast of the changing legal environment for employers and employees. Sexual harassment, affirmative action, workers compensation, worker safety and practical overview of employment manuals and procedures provide valuable information for future employees, managers or business owners.

Prerequisite: 42 credit hours.

BUAD 3370. Cyberlaw & E-Commerce Regulation. 3 Hours.

Students explore the legal aspects and regulation of content creation, social and digital marketing, e-commerce, intellectual property, online communication, digital privacy, and legal obligations and liability stemming from cybersecurity risk and compliance. Students apply these concepts to the complete business life cycle - from idea ot operation to dissolution - while examining the legal and ethical issues affecting the online presence of businesses.

Prerequisite: 42 Credit Hours.

BUAD 3375. Entrepreneurial Sales. 3 Hours.

In this dynamic course, students delve into the practical and tactical aspects of a business founder - selling their vision to investors, prospective employees, and strategic partners within a sophisticated marketplace. Students engage in project-driven fieldwork both on and off campus, simulating the uncertainty inherent in entrepreneurship. Students think creatively, collaborate, and hone their sales prowess.

Prerequisite: 42 Credit Hours.

BUAD 3380. Ethics for Business Executives. 3 Hours.

Students examine ethical problems in business and the foundations for decisions involving ethical issues. Students identify ethical decision making with regard to fiduciary obligations, use of corporate resources, organizational culture, insider trading prohibitions, legal compliance obligations, whistleblowers, plant closures and leveraged buyouts, company loyalty and conflicts of interest as they impact the decision process in the functional areas of business.

Prerequisite: 42 Credit Hours.

BUAD 4080. Independent Study. 1-3 Hours.

An opportunity for the student to design a course, perhaps on a topic not offered or to more deeply investigate a subject of personal interest. A faculty member will be teamed up on a one-to-one basis to customize a project. Variable Credit (1 to 3). Course Equivalents: BUAD 4380

Prerequisite: Consent of the department chair.

BUAD 4085. Special Topic. 1-3 Hours.

This course of faculty-led study is designed to provide undergraduate students exposure to new General Business topics and concepts in a course setting. Variable Credit (1 to 3). Course Equivalents: BUAD 4385 .

BUAD 4289. Pga/Pgm Internship IV. 2 Hours.

A course designed to provide the student with an opportunity to apply advanced academic skills in a practical work environment as required to complete the PGA/PGM Program. (See Internship Coordinator prior to enrolling.) The course is only available to students enrolled in PGA/PGM program.

BUAD 4300. Social Entrepreneurship: A Practice-Based Approach. 3 Hours.

Students examine the diverse field of social entrepreneurship, where individuals and organizations use the marketplace to solve social problems in a creative and sustainable manner. Students practice the skills and mindset needed to succeed as a social entrepreneur and to impact the lives of others.

Prerequisite: BUAD 3345 and 42 Credit Hours.

BUAD 4310. Securities Regulation. 3 Hours.

Students examine the federal and state securities laws, including the process by which capital is raised to fund a business and the disclosure requirements to which issuers of securities are subject. Topics include initial public offerings, secondary offerings, crowdsourcing, angel funding, regulatory enforcement, insider trading and Texas Blue Sky laws.

BUAD 4321. Advanced Business Project Design and Presentation. 3 Hours.

Students deepen their expertise in strategic business communication as it relates to design and delivery. Students combine theoretical frameworks and practical application to create sophisticated communication strategies and projects; topics may include, but are not limited to, personal professional branding, podcasting, and training materials. Students apply interpersonal skills necessary for leading, managing, and collaborating effectively in professional environments.

Prerequisite: BUAD 2321 or 60 credit hours.

BUAD 4325. Negotiation in Business. 3 Hours.

The focus of this course is effective business negotiation. Students plan and execute negotiations in and outside the classroom. The course includes an overview of theoretical and tactical skills used to make professional business negotiations, and other elements that are essential for managing and leading in the business environment.

Prerequisite: None.

BUAD 4335. Intercultural Business Communication. 3 Hours.

This course prepares students for the complex leadership roles and communication tasks they will encounter in an increasingly multicultural, global work environment. The course familiarizes students with the cultural impacts on global business, managing culturally diverse work forces, transitions, relocations, diversity and performance; and explores cultural specifics of various countries.

BUAD 4340. International Business Law. 3 Hours.

An overview of the international legal environment from a commercial and entrepreneurial perspective. This course examines the implications of international laws on foreign investment, intellectual property, sales contracts, money and banking, financing of enterprises, labor regulation and hiring, taxation, and dispute settlement.

BUAD 4345. Entrepreneurship II - Growth. 3 Hours.

This course covers the growth and harvest/exit phases of an entrepreneurial business. It focuses on the challenges faced by such businesses as they move beyond startup. Students learn how to create value by growing a profitable business, and how to harvest the value through an appropriate exit strategy.

Prerequisite: BUAD 3345.

BUAD 4348. Entrepreneurship III - Cases. 3 Hours.

Designed for the aspiring entrepreneur or for those who are curious as to how wealth is created in a free market economy, this course provides a practical experience of how to evaluate business opportunities, how ventures are started with little or no capital, how wealth is realized, and how to develop innovative entrepreneurial skills and planning techniques to minimize the cost of experience. By the end of the course, students develop their own Personal Entrepreneurs Plan useful in focusing the direction of their personal careers. Course Equivalents: BUAD 3336

Prerequisite: BUAD 3345.

BUAD 4389. Internship. 3 Hours.

A course designed to provide the student with an opportunity to apply academic skills in a practical work environment. (See Internship Coordinator prior to enrolling.) All internships must be approved in advance in order to receive credit. The course may be repeated one time for a maximum of 6 hours.

Real Estate

REAL 3310. Real Estate Principles. 3 Hours.

Students explore an introduction to the nature of real estate, its value, and related decision analysis. Students are tasked with performing real estate appraisal, investment analysis, applying location theory, calculating financing, researching legal characteristics, and charting the process of development activities.

REAL 3365. Real Estate Law. 3 Hours.

Students examine the legal aspects of real estate, including the legal principles and legal instruments used in real estate transactions. Course Equivalents: BUAD 3365

Prerequisite: 42 credit hours.

REAL 4350. Real Estate Debt. 3 Hours.

Students apply concepts, techniques, and instruments integral to the financing of real estate. Students perform the application of discounted cash flow, net present value, internal rate of return, and amortization fundamentals to real estate analysis. Mortgage debt structures and calculations involving loan origination costs, servicing fees, and prepayment penalties are explored.

REAL 4351. Real Estate Equity. 3 Hours.

Students perform calculations related to real estate investment analysis. Students use a framework for making real estate investment decisions based on key financial returns/metrics and risk assessment. Students focus on mastering cash flow and proforma forecasting to inform real estate investment decisions involving acquisitions, development, and dispositions.

REAL 4352. Real Estate Market and Development Feasibility Analysis. 3 Hours.

Students examine the component parts of the real estate development process from idea inception; through project site selection, design, regulatory framework, market analysis, and financial feasibility analysis.

Director/Chair: **Diana Michelle Brown**

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