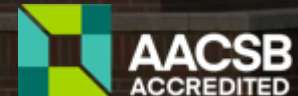




GRAMBLING
STATE UNIVERSITY®

COLLEGE OF BUSINESS

Building What's Next





GRAMBLING
STATE UNIVERSITY®

• COLLEGE OF BUSINESS •



GRAMBLING
STATE UNIVERSITY®

• COLLEGE OF BUSINESS •



GRAMBLING
STATE UNIVERSITY®

• COLLEGE OF BUSINESS •

INTERESTED IN BECOMING A GRAMBLING STATE UNIVERSITY TIGER?

This is where to start.

Grambling State University is a special place that attracts outstanding students from around the world. We offer more than forty degree and certificate programs through the College of Arts and Science, the College of Business, the College of Educational and Graduate Studies and the College of Professional Studies. We offer a positive learning environment focused on academics and enhanced by a large variety of activities and organizations that enrich our students' experiences.

Admission to Grambling State University is granted to students who meet the basic requirements for admission and who satisfy all admission criteria. We invite you to visit the Office of Admissions located in Grambling Hall on the first floor. **We are excited to meet you!**

Accounting

Biology

Chemistry

Child Development & Early Lit: Prenatal – PK3

Computer Information Systems

Computer Science

Criminal Justice

Cybersecurity

Elementary Education & Special Education

Elementary Education

Engineering Technology

English, General

General Studies

History

Kinesiology

Leisure Studies

Management

Marketing

Mass Communication

Mathematics & Physics

Music

Nursing

Psychology, General

Secondary Education & Teaching

Social Work

Sociology

Visual and Performing Arts



WHY GRAMBLING COB?



The College of Business at Grambling State University is shaping the next generation of leaders through innovative teaching strategies, strategic partnerships, and a student-centered culture that fosters **inclusivity**, **professionalism**, **integrity**, **accountability**, and **transparency**. Accredited by AACSB, we are one of the largest colleges on the Grambling State University campus.

Our alumni include Thomas Moorehead, the first African American to own a full-service Rolls-Royce franchise; Ira Wayne McConnell, Managing Partner of McConnell Jones LLP, the second-largest African American-owned CPA firm in the country; and Dr. Martin Lemelle, the 11th president of Grambling State University. These trailblazers exemplify our legacy of nurturing students who go on to reshape the world.





MISSION

The mission of the College of Business is to prepare students from historically different backgrounds and levels of preparation through experiential and classroom activities to become “career-ready.”

Students shall be trained to apply critical thinking and problem-solving skills, knowledge of business functions, and technical and soft skills in a diverse, inclusive, ethical, and culturally sensitive global environment.

The College of Business shall support faculty professional development and production of mission-relevant research. The College endeavors to have a positive impact in the business world and on society at large.





VISION

The COB's vision is to be a leading business school. We are dedicated to providing quality business, entrepreneurial, and technical education, research opportunities, career preparation, and entrepreneurial development to students and stakeholders from all backgrounds.





GOALS

The COB aims to:

- Enhance the student-centered culture
- Strengthen academic program quality
- Increase research productivity and impact
- Create an environment for student and faculty success
- Infuse innovation and technology into the fabric of the College





GOALS

The COB aims to:

- Enhance the student-centered culture
- Strengthen academic program quality
- Increase research productivity and impact
- Create an environment for student and faculty success
- Infuse innovation and technology into the fabric of the College





BUILDING THROUGH TIME

1946

Business Courses offered

1955

Department of Business Education established

1959-1960

Business Classes transferred to Division of Applied Sciences and Technology

1975-1976

Division of Applied Sciences and Technology changed to the College of Business and Applied programs

1983-1984

College of Business and Applied programs was renamed to the College of Business which comprised of five departments

1992

College of Business combined the department of Computer Information Systems and the department of office administration into one department. The Management and Marketing departments were separated into two units. The departments of CIS, Management, Marketing & Economics provided major fields of study for students

Construction completed on the new College of Business Building and named for Dr. Jacob T. Stewart

2000

Initial AACSB Accreditation received

Ben D. Johnson Endowed Professorship established

2008

College of Business combined the Departments of Accounting, Economics, and Information Systems and the Departments of Management and Marketing

2017

College of Business received technology upgrades with over 100 computers funded by Louisiana's WISE Fund

2020

MOU signed with Nicholls State University to provide GSU College of Business graduates a seamless pathway to pursue an MBA at Nicholls

LATech and GSU signed an MOU that provides GSU Accounting graduates a pathway to LATech Masters in Accounting program

GSU signed an MOU with University of Louisiana Monroe to provide GSU Management majors an opportunity to enroll in online Risk Management and Insurance courses offered by ULM

2021

The Association to Advance Collegiate Schools of Business (AACSB) announced that it had extended Accreditation for Grambling State University College of Business

Deloitte announced \$250,000 Master of Accountancy Scholarship program with Grambling State and Louisiana Tech Universities

2023

Hunt Forest Products LLC established a \$100,000 endowed scholarship for undergraduate students majoring in Accounting or Management, Engineering Technology and Computer Science

Dr. Derrick Warren was named Dean of the College of Business

MEET THE DEAN



Dr. Derrick V. Warren

Dean, College of Business

Dr. Derrick V. Warren, currently serving as the Dean of the College of Business at Grambling State University since August 2023, brings a wealth of experience and expertise. Formerly the Associate Dean and Director of Graduate Programs at the Southern University College of Business, Dr. Warren holds a Bachelor of Science degree in Computer Science (cum laude) from Southern University Baton Rouge, an MBA from the University of South Florida, and a Doctor of Business Administration from Georgia State University's Robinson College of Business. His doctoral studies focused on "engaged scholarship," blending academia with industry.

Dr. Warren's commitment to continuous learning is evident in his various certifications, including the IBM Skills Academy, covering Artificial Intelligence, Blockchain, Cloud Computing, Cybersecurity, Data Science, and the Internet of Things. His efforts at Southern University resulted in over 1000 students and faculty receiving stackable credentials. Dr. Warren played a pivotal role in securing \$30 million in IBM Technology assets for the Southern University System and spearheaded the university's participation in the IBM HBCU Quantum Center Coalition.

Before his academic roles, Dr. Warren enjoyed a distinguished 32-year career with IBM, where he led client satisfaction, financials, and delivery execution for large accounts globally. His contributions in Asia Pacific and Africa significantly enhanced IBM's Project Executive Competency and drove double-digit revenue growth for nine consecutive quarters.

Recipient of numerous professional and community awards, including National Alumni Director of the Year, Dr. Warren is a TED Talk speaker and has been featured in a "Smart Talks with IBM" episode alongside best-selling author Malcolm Gladwell and Yale Professor Dr. Laurie Santos. His wealth of experience, leadership, and commitment to education make Dr. Derrick Warren a distinguished figure in academia and industry.



MEET OUR **STAFF**

**Business Coordination
& Administration**



Mrs. Amanda Sapp

College of Business Coordinator



Mrs. Nicky Jackson

Administrative Assistant



MEET OUR FACULTY

Departments of Accounting &
Computer Information Systems (CIS)



Dr. Derrick V. Warren

Acting Department Head



Mr. Terrence Bradford

Asst. Professor, Accounting



Dr. Morsheda Hassan

Asst. Professor, Accounting



Dr. Mahmoud Haj

Asst. Professor, Economics



Dr. Gary Poe

Professor, CIS



Dr. Olu Omolayole

Professor, CIS



Dr. Kevin Sly

Instructor, CIS



MEET OUR FACULTY

Departments of
Management & Marketing



Dr. Semere Haile

Department Head/Professor



Dr. Sharon Johnson

Asst. Professor, MAN/MKT



Dr. Augustine Dzathor

Asst. Professor, MAN



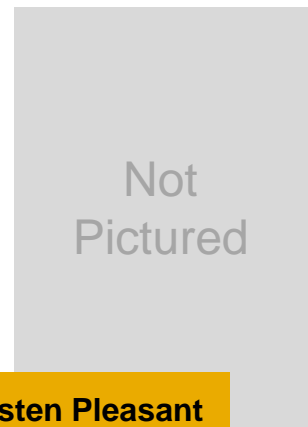
Mrs. Susan Wiley

Lecturer, MAN/MKT



Dr. Yussuf Osman

Asst. Professor, MAN/MKT



Atty. Kristen Pleasant

Asst. Professor, MAN/MKT



MEET OUR FACULTY

Adjunct
Instructors



Ms. Rachel Davis

Instructor, Accounting



Ms. Tamika Cherry

Professor, Project Management

NOT PICTURED

Dr. Gavin Hamms
Instructor, MAN/GB

Dr. Reem Kassira
Instructor, Marketing

Dr. Hjungju Cha
Instructor, Economics

Dr. Samuel Tabi
Instructor ACCT

Ms. Quanisha Armstrong
Instructor, ACCT

Ms. Christie Hamlin
Instructor, MAN

Dr. Ibrahim Salem
Instructor, ACCT

Dr. Tonja Gardner
Instructor, ACCT

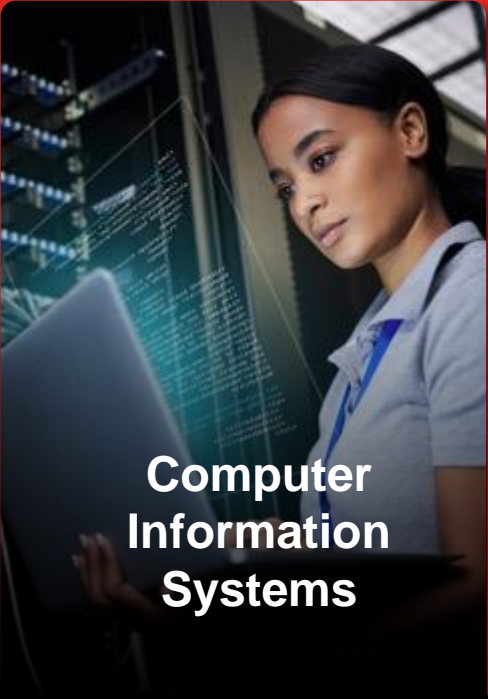


AACSB ACCREDITED PROGRAMS

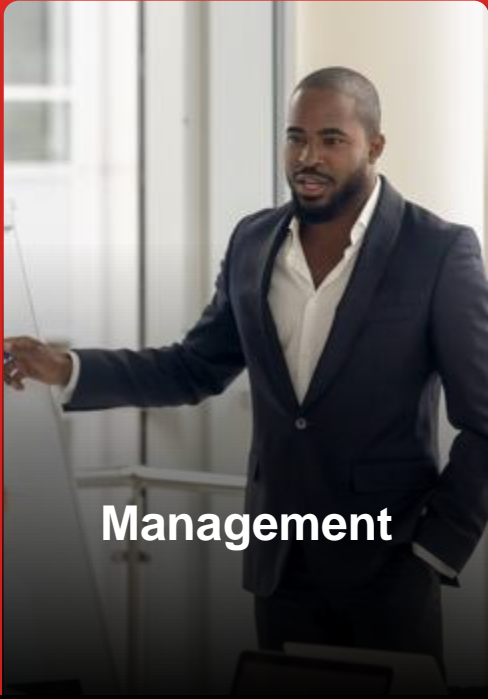
“Driving Innovation in Business, Entrepreneurship & Technology (BET)”



Accounting



Computer Information Systems



Management



Marketing

..... **BUILDING WHAT'S NEXT**

ACCOUNTING



- Warren Buffet dubbed accounting the "language of business."
- The Accounting degree equips you with skills for various career paths: accountancy, auditing, forensic accounting, taxation, advising, etc.
- Learn to interpret and communicate financial information within organizations.
- Qualifies for roles in business and finance across sectors.
- Accountants work in diverse settings: corporations, nonprofits, government, small businesses.
- Responsibilities include creating financial reports, tax preparation, ensuring compliance.
- Some specialize in financial crime investigation or high-stakes investments.
- Bachelor's degree in Accounting typically takes four years, requiring a minimum of 120 credits.
- Many pursue a master's degree to fulfill CPA licensure requirements (at least 150 credit hours).

COMPUTER INFORMATION SYSTEMS



- The Computer Information Systems (CIS) degree combines computer science, IT, and business coursework.
- Focuses on applying technology to business settings, equipping students with technical, communication, and organizational skills.
- Ideal for individuals interested in technology and its business applications.
- Offers diverse career opportunities across industries, including business, technology, government, nonprofits, healthcare, and education.
- Graduates pursue roles such as computer systems managers, database administrators, business data analysts, among others.
- The ever-changing nature of technology ensures continuous relevance and adaptability in the job market.
- CIS degree holders contribute to various sectors, leveraging their expertise in information systems and technology integration

MANAGEMENT



- Business management degree trains future business leaders in running profitable businesses.
- Focuses on managing complex organizations, supervising others, and strategic planning.
- Provides foundational skills in leadership, organizational behavior, and decision-making.
- Offers comprehensive understanding of business operations, suitable for management, administration, and entrepreneurship.
- Curriculum includes human resource management, project management, and organizational development.
- Develops critical thinking, problem-solving, and effective communication skills.
- Graduates pursue careers in management, consultancy, entrepreneurship across industries.
- Bachelor's in Management is a valuable asset for those aspiring to lead and drive change in business.

MARKETING



- A Bachelor's degree in marketing equips students with analytical and marketing skills vital for marketing careers.
- Enables students learn consumer behavior analysis, market research, brand management, communication enhancement.
- Enable students develop strategies for marketing plans and digital marketing to boost sales and brand identity.
- Marketing is integral to every business, informing consumers about products/services offered.
- Curriculum covers digital marketing, branding, market research, advertising, offering practical skills.
- Fosters creativity, analytical thinking, effective communication crucial for marketing success.
- Graduates can pursue careers in marketing management, brand management, digital marketing, market research.
- Opportunities span various industries: technology, retail, healthcare, entertainment.



ENROLLMENT DATA

College of Business				
Total Enrollment				
Program	Fall 2023	Spring 2023	Fall 2022	Spring 2022
Computer Information Systems	52	60	70	69
Management	356	316	336	304
Accounting	97	98	109	103
Marketing	117	102	115	94

College of Business				
Enrollment by Major & Classification				
	Fall 2023	Spring 2023	Fall 2022	Spring 2022
Computer Information Systems				
Freshmen	12	11	15	7
Sophomore	7	12	11	9
Junior	9	9	14	19
Senior	24	28	30	34
Total	52	60	70	69
Management				
Freshmen	130	86	113	82
Sophomore	73	77	87	81
Junior	71	68	51	53
Senior	82	85	86	88
Total	356	316	337	304
Accounting				
Freshmen	32	21	33	18
Sophomore	17	16	15	23
Junior	19	25	19	18
Senior	29	36	42	44
Total	97	98	109	103
Marketing				
Freshmen	54	34	37	23
Sophomore	19	17	23	20
Junior	19	21	22	23
Senior	25	30	33	28
Total	117	102	115	94

EXPERIENTIAL LEARNING

Entrepreneurs in Residence Series



Dwight Thanos Smith

CEO, Paragon Universe

- Entrepreneur in Residence series at Grambling State University featured D. Thanos Smith
- Smith is a visionary entrepreneur known for innovation and success
- Smith shared insights into his journey as an entrepreneur
- Highlighted ventures in high-tech industries like consumer-packaged goods, oil and gas chemicals, and software development
- Discussed his latest venture, Paragon VTOL, focusing on drone aircraft with vertical take-off and landing capabilities for human transport
- Emphasized dedication to innovation and sustainability
- Shared plans for seeking FAA certification for Paragon VTOL's technologies
- Discussed establishing partnerships for creating sustainable jobs and fostering research initiatives
- Event offered attendees a unique learning opportunity and inspiration for entrepreneurial endeavors



Kimberly Penn

CEO, Webtropolis

- Kimberly Penn visited Grambling State University as part of the Entrepreneur in Residence series
- Provided valuable insights into entrepreneurship, technology, and innovation
- Inspired attendees to pursue entrepreneurial endeavors
- Shared practical advice based on extensive knowledge and real-world experience
- Fireside chat with student leaders facilitated meaningful discussions
- Addressed challenges and opportunities for aspiring entrepreneurs
- Event served as a catalyst for fostering entrepreneurial spirit
- Empowered the next generation of business leaders at Grambling State University

EXPERIENTIAL LEARNING

Entrepreneurs in
Residence Series



Dwight Thanos Smith

CEO, Paragon Universe

- Entrepreneur in Residence series at Grambling State University featured D. Thanos Smith
- Smith is a visionary entrepreneur known for innovation and success
- Smith shared insights into his journey as an entrepreneur
- Highlighted ventures in high-tech industries like consumer-packaged goods, oil and gas chemicals, and software development
- Discussed his latest venture, Paragon VTOL, focusing on drone aircraft with vertical take-off and landing capabilities for human transport
- Emphasized dedication to innovation and sustainability
- Shared plans for seeking FAA certification for Paragon VTOL's technologies
- Discussed establishing partnerships for creating sustainable jobs and fostering research initiatives
- Event offered attendees a unique learning opportunity and inspiration for entrepreneurial endeavors

EXPERIENTIAL LEARNING

Entrepreneurs in
Residence Series



Kimberly Penn

CEO, Webtropolis

- Kimberly Penn visited Grambling State University as part of the Entrepreneur in Residence series
- Provided valuable insights into entrepreneurship, technology, and innovation
- Inspired attendees to pursue entrepreneurial endeavors
- Shared practical advice based on extensive knowledge and real-world experience
- Fireside chat with student leaders facilitated meaningful discussions
- Addressed challenges and opportunities for aspiring entrepreneurs
- Event served as a catalyst for fostering entrepreneurial spirit
- Empowered the next generation of business leaders at Grambling State University



WE COMPETE. WE WIN.



The Golden Pitch competition offers students in the College of Business a platform to showcase their entrepreneurial ideas and win significant prizes.

- Students present their business plans or startup concepts to a panel of judges, demonstrating creativity, innovation, and market viability.
- Winners receive cash prizes, mentorship opportunities, and potential funding to further develop their ventures.

The Biztech Challenge is another exciting opportunity for College of Business students to engage in innovative problem-solving and entrepreneurship.

- This competition focuses on leveraging technology to address real-world challenges or opportunities in various industries.
- Participants work in teams to develop innovative tech solutions, competing for prizes, recognition, and potential partnerships with industry leaders.

The HBCU Battle of the Brains is a prestigious competition that brings together top students from historically black colleges and universities (HBCUs) to compete in various academic disciplines, including business.

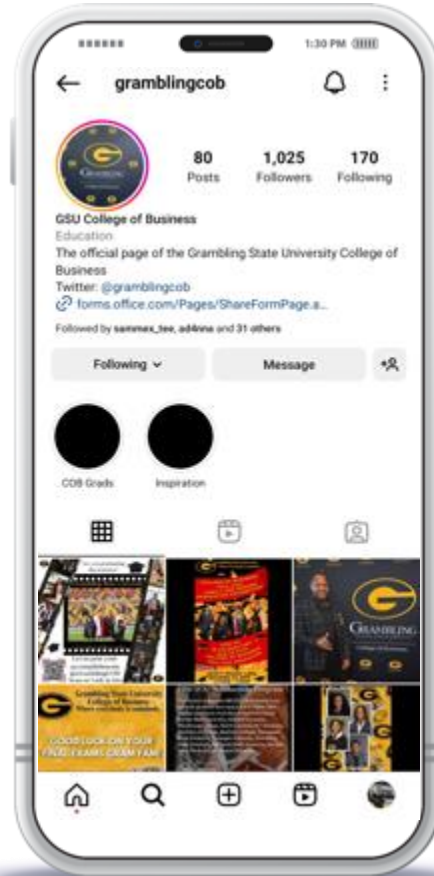
- Teams from GSU COB have the chance to showcase their skills and knowledge in case competitions, quizzes, and presentations.
- Competing in these events not only offers students the chance to win significant prizes but also provides valuable experience, networking opportunities, and recognition for their academic achievements.
- Through these competitions, students can apply classroom knowledge to real-world challenges, develop critical thinking and teamwork skills, and gain exposure to industry professionals and potential employers.



FOLLOW OUR SOCIAL CHANNELS



@gramblingcob





INDUSTRY LEADING RECRUITERS



OFFICE OF CAREER SERVICES



Career Fairs:

- Provide invaluable opportunities for students to interact with prospective employers.
- Networking with industry professionals and exploring internship and job opportunities.
- Facilitate direct connections between students and employers
- Offer insights into industry trends and hiring practices, empowering students to make informed career decisions.



Career Closet:

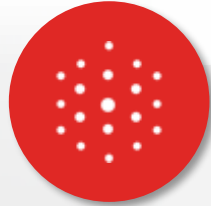
- Provides access to a curated selection of professional clothing free of charge,
- Enables students dress appropriately for interviews, networking events, and professional engagements.
- Emphasizes the significance of personal presentation and professional image,
- Instills in students the importance of projecting confidence and professionalism in their interactions with potential employers.



Comprehensive Professional Development Support:

- Offers tailored support for students' professional development through resume reviews, cover letter assistance, and mock interview sessions.
- Provide students with constructive feedback and guidance to refine their application materials and interview skills, increasing their competitiveness in the job market.
- Organizes workshops & events featuring industry professionals, providing students with insights into emerging trends, best practices, and career pathways in various fields.

OFFICE OF CAREER SERVICES



Hiration:

- Offers a comprehensive suite of tools to enhance students' professional development.
- Innovative resume-building platform empowers students to create tailored and impactful resumes, optimizing their chances in the competitive job market.
- Provides personalized insights, expert guidance, and industry-specific templates, ensuring that students present their skills and experiences effectively.
- Offers interview preparation resources, helping students hone their communication and presentation skills.



Degree Works

- Facilitates a streamlined and comprehensive approach to academic planning.
- User-friendly platform enables students to track their progress toward degree completion,
- Provides a clear overview of students' academic journey.
- Provides easy monitoring of completed and outstanding requirements, ensuring students stay on course for timely graduation.
- Intuitive interface allows for efficient exploration of various academic scenarios, empowering students to make informed decisions about their course selections.



DR. SLY'S "gsucob.net"

www.gsucob.net provides a centralized hub for educational resources, opportunities, and a seamless access to all things Grambling. This innovative platform offers students easy access to a wealth of educational materials, including study guides, tutorials, and academic resources curated by faculty members. Moreover, the website serves as a gateway to various opportunities available to students, ranging from internships and scholarships to networking events and career fairs. By consolidating these opportunities in one convenient location, Dr. Sly has created a valuable resource for students seeking to enhance their academic and professional development.

OFFICE OF CAREER SERVICES



COB Professional Development Center

Degree Works facilitates a streamlined and comprehensive approach to academic planning. This user-friendly platform enables students to track their progress toward degree completion, providing a clear overview of their academic journey. With Degree Works, students can easily monitor completed and outstanding requirements, ensuring they stay on course for timely graduation. The platform's intuitive interface allows for efficient exploration of various academic scenarios, empowering students to make informed decisions about their course selections.



Thurgood Marshall College Fund (tmcf.org)

- GSU's partnership with the Thurgood Marshall College Fund (TMCF) offers access to conferences, workshops, internships, scholarships, and networking events.
- Conferences and symposiums provide insights into career pathways and industry trends.
- Internship opportunities with corporate partners and leading organizations are available.
- TMCF administers scholarship programs to support students financially.
- Partnership facilitates access to resources, networking opportunities, and professional development.
- Students benefit from career readiness training and mentorship connections.
- Collaboration enhances students' employability and long-term career prospects.



gram.edu/finaid/scholarships/

- Grambling State University's website features a scholarship section offering over 100 scholarships worth a total of \$200,000.
- Scholarships cover various academic disciplines, extracurricular achievements, and financial needs.
- Spring and fall awards are announced each semester, providing opportunities for ongoing financial support.
- Application criteria typically include academic merit, community involvement, leadership potential, and financial need.



NOTABLE ALUMNI

To name a few...



Thomas Moorehead

Businessman

In December 2013, Thomas Moorehead made history as the first African American to be awarded a Rolls-Royce franchise. His dealership, Rolls-Royce Motor Cars Sterling, is the only full-service Rolls-Royce dealership between New Jersey and North Carolina. A year later, he expanded his automotive business by purchasing Harley-Davidson of Washington, D.C.



Dr. Penya Moses-Fields

Attorney

Dr. Penya Moses-Fields serves as the Chief Operating Officer for GSU. She is a seasoned executive and attorney with more than 24 years of experience. Throughout her career, she has held various roles within the State of Louisiana Department of Children and Family Service's Bureau of General Counsel. Additionally, she has served as a prosecutor in both the First and Third Judicial District Attorney's Office. Dr. Moses-Fields also played a critical role as the former City Attorney for the City of New Orleans in the aftermath of Hurricanes Katrina and Rita. Furthermore, she has contributed her expertise as the Director of Administration and Associate Counsel for American MetroComm Corporation.



Mr. Jeffrey Hall

Public Servant

Jeffrey Hall made history as the first African American to be elected mayor of Alexandria, winning the election by more than 2,400 votes. His career in public service began in the 1970s when he worked for the City of Alexandria for seven years. He later contributed his expertise to the Central Louisiana Legal Services and the Rapides Parish Police Jury. In 1981, he joined Cleco, where he dedicated 32 years of service before transitioning into his role as mayor.

COB ADVISORY BOARD



Mrs. Felicia Payne

XXX



Dr. Howard Osborne

XXX



Mr. Jerald Johnson

XXX

DIGITAL CREDENTIALS INITIATIVE





I knew I was in the right place
when I felt appreciated and
not tolerated.

Kayla Mosby

*Graduating Senior
Marketing
Baltimore, MD*



THINK BIG

Brilliant . Intelligent . Grambling

GRAMBLING
STATE UNIVERSITY®

gram.edu/majors/academics/business/