



HARLEY LANGDALE, JR.
COLLEGE OF BUSINESS ADMINISTRATION

Dr. Kenneth L. Stanley, Dean
216 Thaxton Hall

The three departments within the Harley Langdale, Jr. College of Business Administration offer the Bachelor of Business Administration (BBA) with majors in accounting, finance, economics, marketing, or management, and the Bachelor of Arts with a major in economics. The Master of Business Administration (MBA) degree is available to graduate students.

Mission Statement

- A Student-Centered Learning Environment providing personalized learning experiences that prepare students for productive careers.
- A Community of Teacher Scholars creating and sharing knowledge through effective teaching, applied research, and meaningful service.
- A Resource for Regional Economic Development forging alliances with stakeholders in a global, technical, and dynamic community.

Undergraduate Program Objectives

1. To provide specialized skills and knowledge in one or more of the functional areas of business;
2. To provide an overall understanding of the regional, national, and global environments within which businesses operate;
3. To develop analytical, critical thinking, and problem-solving skills;
4. To enhance oral and written communication skills;
5. To develop an understanding of technology and the effects of technological change;
6. To develop an understanding of the legal and ethical responsibilities of business people and of the importance of cultural diversity;
7. To develop an understanding of the principles of leadership and to develop skills associated with leadership;
8. To develop an understanding of the role of quality in global competitiveness; and
9. To instill a commitment to learning as a lifelong activity.

ACCREDITATION AND CO-OP OPPORTUNITIES

The programs of the Harley Langdale, Jr. College of Business Administration are accredited by AACSB International–The Association to Advance Collegiate Schools of Business. Fewer than one-third of the business programs in the United States have achieved this distinction of quality.

Students majoring in areas within the College of Business Administration have the opportunity to gain work experience relating to their major, clarify their career goals, and earn money to help finance their education through the VSU Co-op Program. Students are placed, on a competitive basis, in work assignments with major employers in business, industry, and government. Scheduling options include the traditional full-time alternating plan as well as the parallel or part-time program. Interested students should contact the VSU Office of Cooperative Education, telephone (229) 333-7172.

REQUIREMENTS FOR ADMISSION TO THE COLLEGE OF BUSINESS ADMINISTRATION

Freshmen and sophomore students who declare their intention to pursue one of the majors in business administration may be accepted for advising by business faculty or staff.

All students who wish to pursue one of the majors in business administration beyond their sophomore year must be accepted to the senior college of the Harley Langdale, Jr. College of Business Administration. Students who meet the following criteria are accepted.

1. Completion of all junior college requirements of the College of Business Administration.
2. Successful completion of both parts of the Regent’s Testing Program (RGTR 0196 and RGTR 0197).
3. A minimum over-all Grade Point Average (GPA) of 2.60 (on a 4.00 scale). The GPA calculation is based on all course work, including transfer credits.
4. A minimum grade of “C” in all courses in Area F of the junior college core curriculum.

Students majoring in fields outside the College of Business Administration may enroll in 3000- and 4000-level business courses only if: (a) they have completed at least 60 semester hours prior to the current quarter of enrollment, (b) they have completed Area F of the B.B.A. curriculum (ACCT 2101, ACCT 2102, ECON 2105, ECON 2106, BUSA 2000, and either CISM 2201 or CS 1000), and (c) they have met the specific prerequisites for the course as listed in the course description. Exceptions to this policy must be approved by the course instructor and the Dean or Associate Dean of the College of Business Administration. Students not majoring in business are limited to 30 semester hours in business courses, including course work transferred from other institutions.

ACADEMIC REQUIREMENTS

Students may register for any VSU business course a maximum of only three (3) times. Business majors are required to earn minimum grades of “C” in all senior college courses related to their majors. Business majors must have a minimum cumulative GPA of 2.00 to graduate from the Harley Langdale, Jr. College of Business Administration.

MINIMUM REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE

All departmental majors leading to the Bachelor of Business Administration degree have the following Core Curriculum:

Core Curriculum Requirements for the Bachelor of Business Administration Degrees

Core Areas A-E (See VSU Core Curriculum)	42 hours
Area F Requirements ¹	18 hours
BUSA 2000	1 hour
CISM 2201 or CS 1000	2 or 3 hours
BUSA 2106	3 hours
ECON 2105, ECON 2106	6 hours
ACCT 2101, ACCT 2102	6 hours

¹The grade in each of these courses must be a “C” or better.

Students completing Area F courses in Areas B through E will be required to substitute VSU core curriculum courses as part of their Area F requirements. Students should see their advisor to ensure that appropriate courses are selected in order to satisfy this requirement.

GENERAL BUSINESS ADMINISTRATION (BUSA)

General Business Administration courses are taught by faculty from the departments of Accounting and Finance, Marketing and Economics, and Management. There is no major in General Business Administration within the College of Business Administration.

DEPARTMENT OF ACCOUNTING AND FINANCE

Dr. Leonard Weld, Department Head
Room 214, Pound Hall

The Department of Accounting and Finance is a multidisciplinary department with programs that lead to a B.B.A. degree in Accounting and a B.B.A. degree in Finance.

The programs of the department are designed to give students the basic knowledge, skills, and values that build upon the foundation provided by the University Core Curriculum and are required for professional careers in business and not-for-profit organizations. Each program stresses critical thinking skills, cooperative learning, oral and written communication abilities, and the application of knowledge to solve business problems. Undergraduate students are able to gain relevant work experience in their major through the VSU Co-op Program and independent internships.

The courses in the undergraduate accounting program: (1) provide an understanding of the importance of accounting systems and financial disclosures for profit-seeking entities and not-for-profit organizations; (2) teach students how to acquire, process, and analyze information; (3) provide rigorous preparation for accounting careers in industry, government, and public practice.

The courses in the finance program: (1) provide an understanding of the importance of financial information and decision-making for businesses, government, investors, and creditors; (2) teach students how to acquire, process, and analyze information; (3) provide rigorous training for finance careers in industry, financial institutions, and government.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE WITH A MAJOR IN ACCOUNTING

Selected Educational Outcomes

1. To educate students in the fundamental areas of accounting—financial and managerial reporting, taxation, systems, and auditing.
2. To instill a commitment to the ethical, legal and societal responsibilities of an accounting professional.
3. To develop the analytical, critical thinking, problem-solving, communication and technological skills in an accounting context.
4. To enhance consensus-building and conflict resolution skills in a multicultural environment.

**Requirements for the Bachelor of Business Administration degree
with a major in Accounting**

Core Areas A-E (See VSU Core Curriculum) **42 hours**

Area F Requirements¹ **18 hours**

- ECON 2105, ECON 2106 6 hours
- ACCT 2101, ACCT 2102 6 hours
- CISM 2201 or CS 1000 2-3 hours
- BUSA 2000 1 hour
- BUSA 2106 3 hours

Accounting Major Curriculum **60 hours**

- Required Senior College Core¹ 18 hours
 BUSA 2100, BUSA 4900, ENGL 3010, FIN 3350,
 MGNT 3250, MKTG 3050
- Required Accounting Core¹ 18 hours
 ACCT 3201, ACCT 3202, ACCT 3400,
 ACCT 4410, ACCT 4500, ACCT 4800
- Accounting Electives¹ (select two) 6 hours
 ACCT 3203, ACCT 3370, ACCT 3900, ACCT 4220,
 ACCT 4400, ACCT 4510
- Accounting and Business Electives^{1,2} : 9 hours
 Any three 3000-level or 4000-level business courses
- Non-Business Electives³ 9 hours

¹ The grade in each of these courses must be a “C” or better.
² If BUSA 2106 is not taken in Area F, it is required here.
³ If CISM 2201 or CS 1000 is not taken in Area F, it is required here.

Total hours required for the degree **120 semester hours**

The Department of Accounting and Finance assesses the extent to which the accounting program requirements create the desired outcomes by using a variety of techniques.

Examples of Outcome Assessments

1. Pre-tests and post-tests in the fundamental areas of accounting.
2. An exit case based on legal, ethical and societal responsibilities of an accountant.
3. An exit case based on critical thinking, problem-solving and technological abilities.
4. Student surveys of group skills, leadership and conflict-resolution.

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE
WITH A MAJOR IN FINANCE**

Selected Educational Outcomes

1. To educate students about financial institutions, markets and instruments and the role they play in business and society.
2. To develop the ability to gather, interpret and analyze financial information.
3. To enhance the analytical, critical thinking, problem-solving, communication and technological skills in a finance context.

**Requirements for the Bachelor of Business Administration degree
with a major in Finance**

Core Areas A-E (See VSU Core Curriculum) **42 hours**

Area F Requirements¹ **18 hours**

ECON 2105, ECON 2106 6 hours

ACCT 2101, ACCT 2102 6 hours

CISM 2201 or CS 1000 2-3 hours

BUSA 2000 1 hour

BUSA 2106 3 hours

Finance Major Curriculum **60 hours**

Required Senior College Core ¹ 18 hours

BUSA 2100, BUSA 4900, ENGL 3010, FIN 3350,

MGNT 3250, MKTG 3050

Required Finance Core ¹ 12 hours

FIN 3360, FIN 3760, FIN 4520,

and FIN 4310 or FIN 4900

Elective Business Courses from the following ^{1,2} 12 hours

Any 3000- or 4000-level ACCT, ECON,

or FIN course not listed above

Elective Business Courses ^{1,3} 9 hours

Any 3000- or 4000-level business course

not selected above

Non-Business Electives ^{4,5} 9 hours

Total hours required for the degree **120 semester hours**

¹ The grade in each of these courses must be a “C” or better.

² Of these 12 hours, at least 3 hours of accounting and 3 hours of economics must be selected

³ If BUSA 2106 is not taken in Area F, it is required here.

⁴ If CISM 2201 or CS 1000 is not taken in Area F, it is required here.

⁵ If MATH 1261 is not taken in Area D, it is required here.

The Department of Accounting and Finance assesses the extent to which the finance program requirements create the desired outcomes by using a variety of techniques.

Examples of Outcome Assessments

1. Finance-related cases that require solving unstructured problems will provide the mechanism to determine problem-solving ability, research skills, and mastery of finance content.
2. A common writing criteria instrument, developed by the finance faculty, will be utilized in rating student performance for writing skills in a comprehensive case prepared by the students in a finance major course.
3. A common oral presentation instrument, developed by the finance faculty, will be utilized in rating student performance for presentation skills in a major course.



DEPARTMENT OF MANAGEMENT

Dr. John E. Oliver, Head
Room 206, Pound Hall

The Department of Management offers the Bachelor of Business Administration degree (BBA) with a major in management. The department also offers courses in the Master of Business Administration (MBA) degree program.

The management major is designed to give students the basic knowledge, skills, and values of management that build upon the foundation provided by the University Core Curriculum and that are required for professional careers in management. Moreover, through a series of sequenced courses, the department prepares the student for more advanced study in management. The department's programs adhere to a systemic approach which emphasizes the connections between the individual, organization systems, and the environment. The department's programs stress the importance of critical thinking skills, an appreciation of diverse cultural perspectives, and the application of knowledge to address policy disputes and social issues. The program in management is designed to prepare students for careers in business management.

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE
WITH A MAJOR IN MANAGEMENT**

Selected Educational Outcomes

1. Management majors will demonstrate knowledge of the management process, effective utilization of resources, and the business environment.
2. Management majors will be skilled in recognizing and resolving issues using quantitative and behavioral methods and interpersonal skills.
3. Management majors will value free enterprise, human diversity, ethical and social responsibility, and lifelong learning.

**Requirements for the Bachelor of Business Administration degree
with a major in Management**

Core Areas A-E (See VSU Core Curriculum) **42 hours**

Area F Requirements¹ **18 hours**

ECON 2105, ECON 2106 6 hours
 ACCT 2101, ACCT 2102 6 hours
 CISM 2201 or CS 1000 2-3 hours
 BUSA 2000 1 hour
 BUSA 2106 3 hours

Management Major Curriculum **60 hours**

Required¹ 33 hours
 BUSA 2100, BUSA 4900, ENGL 3010, FIN 3350,
 MGNT 3250, MGNT 3300, MGNT 4000,
 MGNT 4640, MGNT 4800, CISM 3450, MKTG 3050
 Management Electives¹ 6 hours
 Any 3000 or 4000 level MGNT
 course not required above
 Business Electives¹
 Any 3000 or 4000 level ACCT, BUSA, ECON, FIN,
 MGNT, or MKTG course not required above 9 hours
 General Electives^{2,3} 6 hours
 Non-Business Electives^{4,5} 6 hours

Total hours required for the degree **120 semester hours**

¹ The grade in each of these courses must be a “C” or better.

² If BUSA 2106 is not taken in Area F, it is required here.

³ If CISM 2201 or CS 1000 is not taken in Area F, it is required here.

⁴ If MATH 1261 is not taken in Area D, it is required here.

⁵ If a foreign language is not taken in Area C, it is required here.

The Department of Management assesses the extent to which the management program requirements create the desired outcomes by using a variety of techniques.

Examples of Outcome Assessments

1. Students complete a standardized test of management knowledge in the capstone course in order to assess management knowledge.
2. Student groups analyze a comprehensive management case or participate in a simulation in the capstone course in order to assess group problem solving and interpersonal skills.
3. Students complete England's Personal Value Questionnaire in the capstone course (BUSA 4900) in order to assess managerial values.



DEPARTMENT OF MARKETING AND ECONOMICS

Dr. Ralph C. Allen, Head

Room 222, Pound Hall

The Department of Marketing and Economics is a multidisciplinary department with programs that lead to a B.B.A. degree with a major in marketing, and a B.B.A. degree with a major in economics.

The department's programs are designed to give students the basic knowledge, skills, and values that build upon the foundation provided by the University Core Curriculum and are required for professional careers in business and government. Each program stresses the importance of critical thinking skills, effective oral and written communication, and the application of knowledge to solve business problems. Students majoring in marketing or economics are able to gain work experience related to their major through the VSU Co-op Program and Students in Free Enterprise (SIFE).

Courses in economics (1) provide an understanding of the economic processes that provide the foundation for our business, political, and social behavior; (2) teach students how to acquire, process, and analyze information; and (3) provide a rigorous preparation for management careers in business and government and for graduate study in economics, business administration, and law.

Courses in marketing enable students to (1) define marketing opportunities; (2) plan and carry out marketing strategies; (3) manage sales and salespeople; and (4) engage in professional sales activities. The marketing program prepares individuals for challenging careers in both profit and non-profit organizations.

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE
WITH A MAJOR IN MARKETING**

Selected Educational Outcomes

1. Knowledge of marketing and its environments, including ethical frameworks, international markets, and sociocultural forces.
2. Knowledge of buyer behavior and target market selection.
3. Ability to motivate themselves, employees, and customers.
4. Ability to develop and implement a marketing plan.

**Degree Requirements for the Bachelor of Business Administration degree
with a Major in Marketing**

Core Areas A-E (See VSU Core Curriculum) 42 hours

Area F Requirements¹ 18 hours

- ECON 2105, ECON 2106 6 hours
- ACCT 2101, ACCT 2102 6 hours
- CISM 2201 or CS 1000 2-3 hours
- BUSA 2000 1 hour
- BUSA 2106 3 hours

Marketing Major Curriculum. 60 hours

- Required¹ 30 hours
 - BUSA 2100, BUSA 4900, ENGL 3010,
 - FIN 3350, MGNT 3250, MKTG 3050, MKTG 4620,
 - MKTG 4650, MKTG 4680, MKTG 4900
- Marketing electives¹ 12 hours
 - Any 3000- or 4000-level MKTG courses
- Business electives^{1, 2} 9 hours
 - Any 3000- or 4000-level BUSA, MGNT, CISM, ECON,
 - MKTG, ACCT or FIN courses not required or selected above
- Non-Business Electives³ 9 hours

¹ The grade in each of these courses must be a “C” or better.

² If BUSA 2106 is not taken in Area F, it is required here.

³ If CISM 2201 or CS 1000 is not taken in Area F, and/or MATH 1261 is not taken in Area D, they are required here.

Total hours required for the degree 120 semester hours

The Department of Marketing and Economics assesses to what extent the marketing program requirements create the desired outcomes by using a variety of techniques.

Examples of Outcome Assessments

1. Students must complete a test of conceptual knowledge in marketing in the marketing capstone course.
2. Students must prepare and present a marketing plan in the marketing capstone course.
3. Students must prepare and present a comprehensive business case in the business capstone course.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE WITH A MAJOR IN ECONOMICS

Selected Educational Outcomes

1. Knowledge of the behavior of business in supplying goods and services.
2. Knowledge of the techniques used by business to determine investment decisions.
3. Ability to use economic data to forecast aggregate economic activity.
4. Ability to predict the effects of changes in government policy on business activity.

Requirements for the Bachelor of Business Administration degree with a Major in Economics

Core Areas A-E (See VSU Core Curriculum) 42 hours

Area F Requirements¹ 18 hours

ECON 2105, ECON 2106 6 hours

ACCT 2101, ACCT 2102 6 hours

CISM 2201 or CS 1000 2-3 hours

BUSA 2000 1 hour

BUSA 2106 3 hours

Economics Major Curriculum 60 hours

Required ¹	30 hours
BUSA 2100, BUSA 4900, ENGL 3010, FIN 3350, MGNT 3250, MKTG 3050, ECON 3100, ECON 3500, ECON 3600, ECON 4900	
Economics Electives ¹	12 hours
Any 3000- or 4000-level ECON courses	
Business Electives ^{1, 2}	9 hours
Any 3000- or 4000-level BUSA, MGNT, CISM, ECON, MKTG, ACCT or FIN courses not required or selected above	
Non-Business Electives ³	9 hours

Total hours required for the degree 120 semester hours

¹ The grade in each of these courses must be a “C” or better.

² If BUSA 2106 is not taken in Area F, it is required here.

³ If CISM 2201 or CS 1000 is not taken in Area F and/or MATH 1261 is not taken in Area D, they are required here.

The Department of Marketing and Economics assesses to what extent the economics program requirements create the desired outcomes by using a variety of techniques.

Examples of Outcome Assessments

1. Students must complete a test of basic conceptual knowledge in economics in the economics capstone course.
2. Students must prepare and present an economics research paper in the economics capstone course.
3. Students must prepare and present an analysis of a comprehensive business case in the business capstone course.