



**HARLEY LANGDALE, JR.
COLLEGE OF BUSINESS ADMINISTRATION**

Dr. L. Wayne Plumly, Jr., Acting 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. The Master of Business Administration (MBA) degree is available to graduate students.

Mission Statement

Langdale College

- provides a personalized learning environment where students can acquire knowledge, skills, and ethical and global awareness needed for successful managerial and professional careers
- supports application and expansion of knowledge through research, with emphasis on contributions to practice and learning-pedagogical research
- builds relationships with stakeholders to promote economic development in our region

Undergraduate Program Objectives

Students majoring in programs of the Langdale College of Business Administration will be

1. able to effectively utilize analytical skills to solve business problems
2. effective oral and written communicators in a business environment
3. able to recognize and resolve business dilemmas in a legal and ethical manner
4. aware of the global business environment
5. competent in management-specific areas
6. cooperative and productive in group settings
7. competent in the use of technology

ACCREDITATION

The programs of the Harley Langdale, Jr. College of Business Administration (Langdale College) 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. Part of the accreditation process requires periodic curriculum assessment.

ASSESSMENT

With the support and cooperation of the Langdale College faculty, administration, and staff, the Langdale College Assurance of Learning Oversight Committee has the primary responsibility of assessing Langdale College students' achievement of the Undergraduate Program Objectives, evaluating the assessment results, and recommending curriculum improvements when appropriate. The Committee utilizes many different direct and indirect assessment techniques. Examples of these techniques are below.

Students majoring in programs of the Langdale College of Business Administration:

1. will identify and evaluate the factors that influence business decisions in a multinational corporate case study.
2. will assimilate and analyze business information using appropriate computer software.
3. will work as a team to complete a project in a Langdale College course.
4. will demonstrate management-specific knowledge by answering embedded multiple-choice questions.
5. will identify ethical solutions to a hypothetical business dilemma.

CO-OP OPPORTUNITIES

Students majoring in areas within the Langdale College 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 HARLEY LANGDALE, JR. 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 Harley Langdale, Jr. 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 2.80 (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.

Non-business majors may enroll in 3000- and 4000-level business courses if the business courses are required in their major programs. Other non-business majors may enroll in 3000- and 4000-level business courses only if (a) they have completed at least 60 semester hours prior to the semester of enrollment, (b) they have met the specific prerequisites for the course as listed in the course description, and (c) they have permission of the Dean or Associate Dean of Langdale College. Non-business majors are limited to less than 30 semester hours of undergraduate business courses, including course work transferred from other institutions.

ACADEMIC REQUIREMENTS

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. The College of Business Administration does not offer a major in General 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

Educational Objectives of Accounting Majors

An accounting graduate will be able to

1. demonstrate fundamental knowledge in the functional areas of accounting: financial and managerial reporting, taxation, information systems, and auditing.
2. explain ethical and legal responsibilities of an accounting professional.
3. apply computer technology skills in an accounting context.
4. apply and perform research techniques in an accounting context.

Examples of Outcome Assessments

1. Pre-tests and post-tests in fundamental areas of accounting.
2. A common rating instrument to evaluate written and oral communication skills (including use of presentation software).
3. Case studies to evaluate critical thinking and problem-solving skills.
4. Application-based testing of spreadsheets, accounting databases research skills, and accounting general ledger software.

Requirements

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 3250, ACCT 3700, ACCT 3900,
 ACCT 4220, ACCT 4400, ACCT 4510
 Accounting and Business Electives¹ : 9 hours
 Any three 3000-level or 4000-level business courses
 General Electives² (6 hours must be non-business) 9 hours

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

² 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**

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

Educational Objectives of Finance Majors

A finance graduate will be able to

1. demonstrate a working knowledge of corporate finance, financial institutions, markets, and instruments.
2. demonstrate an ability to gather, interpret, and analyze financial information.
3. demonstrate knowledge of current issues related to finance.

Examples of Outcome Assessments

1. Finance-related cases that require solving unstructured problems are used to assess problem-solving ability, research skills, and mastery of finance content.
2. Written examinations are used to assess knowledge of the functional areas of finance.
3. Oral presentations are used to assess knowledge of current finance issues.

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 Core¹ 18 hours
 BUSA 2100, BUSA 4900, ENGL 3010, FIN 3350,
 MGNT 3250, MKTG 3050

Required Finance Core¹ 12 hours
 FIN 3360, FIN 4760, 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.

INTERNAL AUDITING CERTIFICATE

All BBA students who have a cumulative grade point average (GPA) of 2.8 or higher, have completed at least 60 semester hours of work that counts toward the completion of the BBA degree, and have been formally accepted into the Langdale College (if BBA not previously earned) may submit an application to the Internal Auditing Certificate Coordinator. Contingent on seating space, applicants meeting the above criteria will be accepted into the program. Once admitted into the program, students who successfully complete the BBA degree (if not previously earned), attend one local Institute of Internal Auditors' chapter meeting, and earn at least an GPA of 2.8 in the courses listed below, each with a grade of “C” or better, will be awarded the Internal Auditing Certificate by the Department of Accounting and Finance. The program is currently endorsed by the Institute of Internal Auditors at the Basic level.

The Internal Auditing program's course requirements may be completed within the 120 hours provided by the BBA degree. However, accounting and business electives must be selected so that they include ACCT 3100, ACCT 3250, and ACCT 3700. Students must earn a cumulative GPA of at least 2.8 in the following courses, each with a grade of “C” or better:

Area F: ACCT 2101, ACCT 2102, BUSA 2106

Required Senior College Core: MGNT 3250 and MKTG 3050

Accounting and Business Electives: ACCT 3100, ACCT 3250, ACCT 3700



DEPARTMENT OF MANAGEMENT

Dr. Phyllis G. Holland, Head

Room 201, Thaxton Hall

The Department of Management offers the Bachelor of Business Administration (BBA) with a major in management and also offers courses in the Master of Business Administration (MBA) degree and the Human Resources Management Certificate programs.

The management major is designed to give students the basic knowledge, skills, and values of management that build on the foundation provided by the University Core Curriculum and that are required for professional careers in management. The program of study provides courses in key areas of management education: organization behavior and development, human resources management, information systems, operations management, and small business management. The program stresses the importance of critical thinking skills, diverse cultural perspectives, and ethical awareness.

Management majors may earn a Certificate in Human Resources Management by selecting specific courses within the major. The certificate will be awarded upon successful completion of the BBA and the human resources program of study. The requirements for the certificate may be completed within the 120 hours required for the BBA.

Management majors are able to gain relevant work experience through the VSU Co-op Ed Program and independent internships.

Selected Educational Outcomes

Management Majors can

1. Demonstrate knowledge of management concepts and processes and their applications in organizations
2. Plan, organize, lead, and control in a variety of organizations and cultures
3. Recognize and resolve managerial issues using quantitative and behavioral methods and interpersonal skills

Educational outcomes are assessed by pre- and post-testing of major course content.

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

Requirements

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

Area F Requirements¹ **18 hours**

ECON 2105, ECON 2106, ACCT 2101, ACCT 2102 12 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 9 hours

Any 3000- or 4000-level MGNT
course not required above or BUSA 3110.

Business Electives¹

Any 3000- or 4000-level ACCT, BUSA, ECON, FIN,
MGNT, or MKTG course not required above 9 hours

Non-Business Electives^{2,3, 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 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.

CERTIFICATE IN HUMAN RESOURCES MANAGEMENT

Students electing the certificate program must be admitted to the B.B.A. program and must have declared a management major.

Required Courses: MGNT 3250, MGNT 3500, MGNT 4000 9 hours

Elective Courses (choose three): MGNT 4010, MGNT 4020

MGNT 4060, MGNT 4650, MGNT 4980 9 hours

Total **18 hours**



DEPARTMENT OF MARKETING AND ECONOMICS

Dr. Cynthia R. Tori, Acting Head

Room 217, 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, Students in Free Enterprise (SIFE), and independent internships.

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

Marketing Major Educational Outcomes

1. Marketing majors will be knowledgeable of current behavior theory and be able to apply it in target market selection.
2. Marketing majors will be able to develop a marketing mix capable of reaching a selected target market.
3. Marketing majors will be capable of developing and implementing a small-scale marketing research project.
4. Marketing majors will demonstrate knowledge of the interdependence of global markets and global issues affecting marketing strategies.

Assessment of the educational outcomes for the marketing major is primarily the responsibility of the marketing faculty. A variety of methods are used to assess the learning outcomes including examinations, quizzes, oral presentations, written assignments, and projects. The faculty use the assessment results to continuously review and improve the marketing curriculum.

Requirements

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 3620,
 - MKTG 3650, 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, it is required here.

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

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

Economics Major Educational Outcomes

1. Economics majors will demonstrate knowledge of macroeconomic concepts and the influence government policies have on the overall economy.
2. Economics majors will demonstrate knowledge of microeconomic concepts and the influence market structure and government policies have on market outcomes.
3. Economics majors will demonstrate knowledge of economics concepts in an open economy.
4. Economics majors will demonstrate knowledge of econometric concepts and use the results to predict and forecast.
5. Economics majors will utilize quantitative skills to solve economic problems.

Assessment of the educational outcomes for the economics major is primarily the responsibility of the economics faculty. A variety of methods are used to assess the learning outcomes including examinations, quizzes, oral presentations, written assignments, research papers, and projects. The faculty members use the assessment results to continuously review and improve the economics curriculum.

Requirements

Core Areas A-E (See VSU Core Curriculum)	42 hours
Area F Requirements ¹	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	33 hours
BUSA 2100, BUSA 4900, ENGL 3010, FIN 3350, MGNT 3250, MKTG 3050, ECON 3000, ECON 3001, ECON 3600, ECON 4100, ECON 4500	
Economics Electives ¹	9 hours
Any 3000- or 4000-level ECON courses not required or selected above. Students who double-major in another BBA degree may use ONE of the following as an ECON elective: MKTG 3650, MGNT 4640, FIN 4520, or ACT 3400.	
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.