



# Elizabeth McDowell Lewis College of Business

**Dr. Calvin A. Kent, Dean**  
**Dr. Lorraine P. Anderson, Associate Dean**  
*<http://lcob.marshall.edu>*

## **Division of Accountancy and Legal Environment** **Dr. Loren A. Wenzel, Division Head**

### **Professors**

Saunders, Stone

### **Associate Professors**

Berry, Broce, Capehart, Conrad, Forgét, S. Jakubowski, Wenzel

### **Assistant Professors**

Maheshwari, Smith

### **Instructor**

L. Jakubowski

## **Division of Finance and Economics** **Dr. Lawrence P. Shao, Division Head**

### **Professors**

Adkins, Akkihal, Brookshire, Brozik, Smith

### **Associate Professors**

Chaudhry, Ramchander, L. Shao, Shuklian, Wilkins, Zapalska

### **Assistant Professors**

J. Agesa, R. Agesa, Burton, Hicks, Newsome, Simpson

## **Division of Management and Marketing**

**Dr. Chong W. Kim, Division Head**

### **Distinguished Professor**

R. Alexander

### **Professors**

Abramson, Bolling, Brown, Damewood, Kim, McInerney, Rutsohn, Sikula, Tate, Wallace

### **Associate Professors**

Braun, Cooper, Cupps, Emmett, Ha, D. Mader, F. Mader, Mandal, Olmosk, D. Shao, Weible

### **Assistant Professors**

L. Alexander, Chandra

## **Division of Military Science**

**LTC Scholl, Division Head**

### **Assistant Professors**

MAJ Block, MAJ Brasseur, MAJ Whitfield

### **Chief Instructors**

MSG Crider, SFC Lovins

## **LEWIS COLLEGE OF BUSINESS VISION STATEMENT**

The Marshall University Elizabeth McDowell Lewis College of Business will be recognized as an exceptional educational value and as a major participant in the region's economic growth.

## **LEWIS COLLEGE OF BUSINESS MISSION STATEMENT**

The mission of the LCOB is to be a leading regional institution for the education of business students. The college's principal focus will be education. The LCOB is committed to graduating individuals who possess the communication, critical thinking and problem solving skills necessary to meet current needs and the changing demands of a global economy.

The College is dedicated to diversity, academic freedom and shared governance. It will maintain high standards for student learning and performance. The College will attract and retain faculty who are quality instructors, caring mentors and productive researchers while making contributions to their disciplines and the community.

The mission of the college also includes initiatives for employees and individuals not pursuing degrees. The college will be an active partner in economic development through an emphasis on entrepreneurship and applied research. In achieving its mission, the LCOB will utilize a variety of technology and delivery systems.

# GOALS

The goals of the Lewis College of Business which flow from the vision and mission statements can be divided into two parts: those which pertain to teaching excellence and those which relate to outreach and economic development.

## GOALS FOR ACHIEVING TEACHING EXCELLENCE

### I. INSTRUCTION

1. Create teaching excellence in all courses and programs by enriching student skills in communication, critical thinking and problem solving to ensure all students receive the best possible instruction.
2. Develop intellectual activities related to instructional innovation and pedagogy to provide continuous improvement in student instruction.
3. Utilize a comprehensive system of assessment and evaluation including students, faculty, graduating seniors, alumni and employers to evaluate how effectively the LCOB prepares students for the world of work.
4. Obtain the necessary technology for faculty and students which will allow both to be current and to provide for effective delivery of instruction.
5. Develop faculty skills for the use of technology in teaching and conducting research.
6. Provide an environment for faculty growth as instructors and mentors.

### II. STUDENTS

1. Offer expanded opportunities for international study.
2. Maintain a diverse student body while promoting a greater understanding of cultural diversity to prepare students for the changing workplace.
3. Provide expanded opportunities for nontraditional students and employers by creating opportunities for students who could benefit from flexible degree and non-degree programs.
4. Expand the geographic range of LCOB courses and programs to use technology to reach students who cannot come to campus.
5. Encourage more international students to enroll in Marshall by expanding 2+2 and exchange programs with foreign schools.
6. Recruit more aggressively students in West Virginia and surrounding states to maintain the student base necessary to ensure viability of LCOB programs.
7. Increase academic standing of LCOB students through developmental programs and advising.

### III. FACULTY

1. Achieve ninety percent of faculty who are academically and/or professionally qualified to guarantee that the highest quality instruction is received by all students.
2. Link rewards to achievement of University and College goals to facilitate excellence in student instruction.
3. Maintain a diverse faculty and encourage international exchange of faculty to better equip students with an understanding of the market place.
4. Achieve a system of shared governance which encourages academic freedom and participation.

5. Encourage faculty members to apply their skills and knowledge by participating in activities that benefit individuals and groups outside the immediate college community. These activities should help enrich the classroom experience for both students and faculty.
6. Create a balanced and expanding portfolio of intellectual contributions including basic and applied research in addition to instructional innovations with an increased emphasis on publications in nationally circulated, refereed journals.

## **GOALS FOR OUTREACH AND ECONOMIC DEVELOPMENT**

1. Conduct applied research and programs which are a direct benefit to the economy of the region.
2. Market and publicize the College more aggressively to its stakeholders.
3. Seek continued stakeholder input regarding curriculum, programs, and policies
4. Secure additional outside funding from foundations, alumni, government and friends to provide increased flexibility, innovation and rewards
5. Develop innovative entrepreneurship programs to serve the region.

## **DEGREE PROGRAMS**

The College of Business offers the following degree programs:

1. Bachelor of Business Administration degree with majors in:
  - a. Accounting
  - b. Economics
    - International Economics Concentration
  - c. Finance
  - d. Management
    - Health Care Management Concentration
  - e. Management Information Systems
  - f. Marketing
    - Business Logistics Concentration
2. Master of Business Administration: a complete description of the M.B.A. program is given in the catalog of the graduate college.

## **ADMISSION**

Regular admission to the university constitutes admission to the Lewis College of Business for entering freshmen and students transferring from other institutions of higher education; there is no separate admissions procedure. Students in other colleges within Marshall University must be eligible to attend Marshall University and have no more than 19 quality deficit points at the time of transfer into the Lewis College of Business. Students who have been dismissed or suspended from another college at Marshall must “sit out” one regular semester before transferring to the Lewis College of Business.

For students transferring into Marshall University, the Lewis College of Business will permit application of any appropriate transfer credits accepted by the university to meet

general education requirements, lower division business requirements, or nonbusiness electives. For application to fulfill upper division business requirements and electives, accepted transfer credits must have been earned at the upper division levels; otherwise, mastery of the corresponding upper division coursework at Marshall must be validated in the College of Business division offering the coursework.

## **PRE-BUSINESS**

Incoming freshmen are admitted to Marshall University under the Pre-Business curriculum, a two-year curriculum designed to show step by step the courses students need to complete to adequately prepare them for their last two years of advanced business study. Following the successful completion of these requirements (shown below), students must apply for full admission to a major in the Lewis College of Business. Students must successfully complete ACC 216, MGT 218, and MTH 203 before taking any 300 or 400-level business courses or MIS 207, MIS 257, and MIS 290.

Transfer students also are admitted under the Pre-Business curriculum until they have met all Pre-Business requirements. If transfer students have met all these requirements prior to entering the Lewis College of Business, they can apply for full admission to a major. Pre-Business students must complete the following requirements while paying particular attention to prerequisites:

MTH 203

ACC 215 (*C* or better required for Accounting majors only)

ACC 216 (*C* or better required for Accounting majors only)

ECN 250

ECN 253

ENG 101

ENG 102 (*C* or better required to graduate)

CMM 207

LE 207

MGT 218

The GPA in these 10 courses must be at least a 2.0. An overall GPA of 2.0 with a minimum of 58 hours completed is required for full admission to a major.

Computer Literacy Requirement: This can be met by taking either CSD 101 or IT 101, or by passing an exam on concepts taught in CSD 101 and IT 101.

## **MAINTENANCE OF ACADEMIC PROGRESS**

To continue in the Lewis College of Business, students are expected to make progress towards graduation. Progress is to be defined as completion of graduation requirements as described below.

Students who have accumulated 1 to 19 quality deficit points in any GPA area (major, Marshall coursework, or overall coursework) are classified as “on probation.” Quality deficit points are received whenever the GPA falls below 2.0. Probation students must be advised prior to registration. At that time, probation students must sign contracts with the dean’s office each semester until all quality deficit points are removed. It is the goal of the dean’s office to remove the probation status as quickly as possible through strategies such as D/F repeats when applicable. Once all quality deficit points are removed the student is no longer on probation.

A student who has accumulated 20 or more quality deficit points will be declared ineligible. Ineligible students are not allowed to enroll for at least one semester following the semester in which the student became ineligible excluding the summer semesters. If the ineligible student chooses to return after suspension, he/she will be required to sign a contract with the dean's office stating conditions which the student must meet for further enrollment.

## ACADEMIC DISMISSAL

Students who are on probation have three (3) regular semesters in which to remove all quality deficit points. Students who fail to remove the probation status at the completion of the third regular semester will be dismissed from the Lewis College of Business. Dismissal is a far more serious penalty than suspension. Should a student be dismissed under this policy, the student may return to the LCOB only under two conditions.

1. *Academic Forgiveness* - You must not have been enrolled on a full-time or part-time basis for more than 12 credit hours at any higher education institution for a period of five consecutive calendar years prior to the request for academic forgiveness, as defined elsewhere in this catalog.
2. *Transfer Students* - Upon dismissal from the Lewis College of Business, students may transfer to another college or university and return to the LCOB once they have obtained a 2.0 GPA. Beware of this option. Many colleges and universities refuse to admit students on probation.

## ADVISING

Pre-Business students are assigned to the Lewis College of Business dean's office for advising. Each semester, the dean's office holds advising sessions which are required for freshmen. Sophomores who need assistance are encouraged to visit the dean's office. During the junior year, students will be contacted to meet with an academic advisor to review their Junior/Senior Evaluations. Only freshmen, probation students and first semester transfer students are required to have an advisor's signature and stamp on their registration form prior to registration. Students have the responsibility of checking prerequisites prior to enrollment. If a student has not met all prerequisites of a course prior to the first day of class, the student will be academically withdrawn from that course. Fully admitted students are allowed to change majors at any time.

## INTERNSHIPS

The purpose of the internship is to provide a means by which students can receive academic credit for educational experiences received in a work environment that cannot be provided by the Lewis College of Business. *Students approved for internship credit will actually register for a university course and are required to pay tuition for the credits they receive.* All proposals for an internship must clearly identify the educational benefits that will accrue to the student before the internship will be approved.

A student may earn up to a maximum of 6 credit hours of internship; a maximum of 6 credit hours can be earned in one semester, provided the student is working in a full-time, co-op experience and not enrolled as a full-time student. Every 200 hours worked

equals three credit hours. Internship credit may be earned during regular semesters or summer sessions. Students must register for internship credit during the semester in which they are working the internship. A grade of Credit/No Credit will be assigned by the division head upon completion of internship requirements. Students will be required to submit a journal or report of his/her experience. Students can check with the dean's office about how internship credit will count toward their degree.

To be eligible for internship credit, students must meet the following eligibility requirements:

- Junior or Senior standing, completion of Pre-Business requirements and full admission to major, and overall GPA of 2.5 or better.
- Transfer students meeting the above criteria are eligible to participate after one semester of coursework at the Lewis College of Business.

## **INDEPENDENT STUDY**

The Lewis College of Business offers the option of Independent Study to selected students who wish to pursue topics that are business-related but not covered in depth in formal Lewis College of Business courses. Each student can obtain a maximum of eight (8) hours of Independent Study credit within the COB, and can earn no more than four (4) hours of such credit in any one semester.

In order to register for Independent Study in a given semester (provided the above hour limits have not been reached), the following conditions must be met:

1. LCOB students with senior standing, fully admitted to their majors, who have 2.0 or higher in overall, Marshall, and major GPA's.
2. LCOB students with junior standing, fully admitted to their majors, who have 3.0 or higher in overall, Marshall, and major GPA's.
3. An instructor within the student's major division must agree to be his/her Project Supervisor. The faculty member's agreement to serve in this capacity will be contingent upon his/her assessment of the feasibility and quality of the student's proposed project.
4. Written approval for the project, and written approval for Independent Study registration, must then be obtained from the student's Division Head. The Division Head's approval will be contingent upon his/her assessment of the feasibility and quality of the student's proposed project, in consultation with the student's proposed supervisor.

If a student is able to meet the above conditions, then he/she will be allowed to register for Independent Study, and will subsequently be bound by the "Procedures for Independent Study Projects" in the Office of the Dean.

## **GRADUATION REQUIREMENTS**

The following general requirements must be met by all students seeking bachelor's degrees through the Lewis College of Business:

1. Satisfaction of all university requirements for graduation.
2. Completion of all curricular requirements specified for the major and degree.
3. Completion of the following residency requirements:
  - a. Earn at least 36 semester hours at Marshall.

- b. Earn at least 12 hours of senior level coursework in the Lewis College of Business at Marshall.
  - c. Earn at least 15 hours in the major field at Marshall.
  - d. Earn at Marshall 16 or more of the last 32 hours credited toward the degree.
  - e. At least 50% of the business courses required for the degree (excluding 9 hrs. of economics and 6 hours of statistics) must be earned at Marshall.
  - f. At least 64 hours must be taken outside of the Lewis College of Business: 9 hrs. of economics and 6 hrs. of statistics can be counted as outside the Lewis College of Business.
4. Earn at least a 2.0 Grade Point Average (GPA) in each of the following three categories:
    - a. All coursework attempted at Marshall and elsewhere.
    - b. All Marshall coursework.
    - c. All coursework attempted and included in the major(s) at Marshall.
  5. Successful validation of transfer work as required.
  6. Removal of all incompletes and, if required, passing of the English Qualifying Examination.
  7. At most, 18 semester hours of coursework (consisting only of general education requirements and/or free electives) taken under the Credit/No Credit option may be applied toward graduation requirements. Lewis College of Business and other courses in your major may not be taken on a Credit/No Credit basis.
  8. All candidates for graduation should file an Application for Graduation Form in the semester PRIOR to the semester in which all requirements for the degree are to be met. This will enable the student to make all necessary schedule adjustments to correct potential graduation deficiencies in the final semester.

All candidates for graduation must file a written Application for Graduation Form and a Diploma Graduation Fee Receipt with the dean's office in Corbly Hall 107 immediately after the beginning of the semester or summer term in which all requirements for the degree are to be met and by the deadline date printed in the catalog and schedule. A student on probation will not be permitted to apply for graduation.

To ensure graduation at the end of the term of application, all records should be documented with needed transcripts, substitution forms, grade changes, lower division validations, and English qualifying exam results by the posted deadline date.

Students should not plan to graduate at the end of a term in which they are completing required work at another institution.

## GENERAL EDUCATION REQUIREMENTS

<i>Subject Area</i> .....	<i>Hours Required</i>
Communication Studies 207 and one of the following .....	6
CMM 308, 315, 319, 322	
English 101, 102 .....	6
COM 095 is required for students with an English ACT scores of 14-17. COM 094 is required for students with an English ACT score of less than 14. The graduation requirement is increased three hours per course for each developmental English course taken.	

*(continued)*

Students who do not complete ENG 102 before their junior year must take ENG 302. A grade of *C* or better must be earned in ENG 102/302 to graduate. Students who earn a *D* must either pass the English Qualifying Exam or take ENG 102/302 again for a higher grade.

**Computer Literacy Requirement:**

Pre-Business students are required to show computer literacy proficiency through either taking an exam on concepts taught in CSD 101 or IT 101; or by enrolling in CSD 101 or IT 101. This requirement should be met during the freshman year.

**Arts/Humanities ..... 6**

Any courses in the following areas may be selected: Art (except Art 113, 340, 460), Classical Studies, Dance, English (any course above 302), Music, Philosophy, Religious Studies or Theater.

**Natural Sciences ..... 7 or 8**

Students must select at least 4 hours of integrated science (ISC) coursework (lab included). Refer to the Schedule of Courses printed each semester to determine which science courses have the ISC designation. All students must successfully complete MTH 121 or higher prior to enrolling in an ISC course.

To complete the remaining three hours of the science requirement, any courses in the following areas may be selected or the student may opt for a second ISC science course: Geology, Chemistry, Geography 101, Physics, Biological Science, Physical Science.

Students can also select 100 and 200-level science courses in Marshall's Community and Technical College. Developmental science courses will not count.

**Mathematics 123 and 203 ..... 6**

MAT 097 is required for students with mathematics ACT scores of 16-18. MAT 096 is required for students with mathematics ACT scores of 12-15. ASC 096 is required for students with mathematics scores of 11 or less. Students must also register for at least one credit hour of ASC 099 with each developmental mathematics course. The graduation requirement is increased five hours per course for each developmental mathematics course taken.

Students who have mathematics ACT scores of 27 or higher can opt to go directly into MTH 203. Students who do this and pass MTH 203 do not have to take MTH 123. These students would take a three-hour free elective in place of MTH 123.

**Behavioral Sciences ..... 3**

Psychology 201

**American Institutions ..... 6**

Complete 6 credit hours selected from the following courses:

Anthropology 430, 455

Economics 310, 326, 332, 342, 415, 450, 456

Geography 206, 305, 320, 401, 402, 410, 414, 415, 416, 420

History 125, 230, 231, 310, 312, 323, 333, 342, 350, 402, 404, 405, 411, 420, 424, 431, 432, 433, 440

Political Science 104, 202, 233, 301, 303, 307, 376, 423, 433, 436, 440, 461, 484

Sociology 200, 300, 310, 311, 313, 330, 342, 375, 408, 413, 420, 423, 425, 428, 433, 435, 442, 450.

Social Studies 207

**International Studies ..... 9**

To meet this requirement, the student must:

- a. Select 3 hours from the following Economics courses: 340, 408, 420, 460
- b. Select 6 hours from the following (see NOTE below):

Anthropology 201, 426, 427, 437

Finance 440

French 240, 404, 405, 406

Geography 100, 203, 302, 309, 314, 315, 317, 403, 405, 408, 412

German 240, 405, 406

History 103, 208, 221, 223, 261, 301, 302, 304, 377, 378, 405, 423, 426, 428, 430, 434, 435, 460

Journalism and Mass Communications 436

Marketing 371

Philosophy 320

Political Science 309, 405, 406, 407, 408, 409, 410, 411, 415, 420, 422, 423, 424, 428, 429

Religious Studies 205

Sociology 401

Spanish 240, 402, 403, 405, 406

NOTE: The courses that are designated as official “International Studies” electives under this heading will change semester by semester as determined by the International Studies Committee. Some of the above courses may be deleted; others may be added. To determine the exact list of options available to the student in any given semester, refer to the Schedule of Courses for courses designated as “International.”

Multicultural Studies and Writing Across the Curriculum

**Multicultural Studies ..... 3**

To meet this requirement, the student must select 3 hours from among the courses that the Committee on Multicultural Studies designates as fulfilling this requirement. This list will change, semester by semester, as this committee monitors eligible courses. To determine the exact list of options available to the student in any given semester, refer to the Schedule of Courses for courses designated as Multicultural.

NOTE: Any course that fulfills this requirement can be double-counted by the student as 3 hours of credit toward fulfilling other general education requirements as specified in the catalog.

**Writing Across the Curriculum ..... 3**

Students must select 3 hours from among the courses that are designated as “Writing Intensive” in the Schedule of Courses.

# PRE-BUSINESS CURRICULUM

## First Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
English 101 .....	3	English 102 .....	3
Mathematics 123 .....	3	Communications Studies 207 .....	3
Science Elective .....	3-4	Mathematics 203 .....	3
PSY 201 .....	3	International Studies Elective .....	3
American Institutions Elective .....	<u>3</u>	ACC 215 .....	3
	15-16	CSD 101/IT 101 .....	<u>3</u>
			18

## Second Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Accounting 216 .....	3	Economics 253 .....	3
Economics 250 .....	3	Arts/Humanities Elective .....	3
ISC Science Elective .....	4	Management 218 .....	3
International Studies Elective .....	3	Non-COB Free Electives .....	6
Comm. Studies Elective .....	<u>3</u>	Legal Environment 207 .....	<u>3</u>
	16		18

# SUGGESTED PROGRAMS OF STUDY FOR THE LAST TWO YEARS

## Accounting

### Third Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Marketing 340 .....	3	Accounting 441 .....	3
International Studies Econ. Elective .....	3	Accounting 312 .....	3
Accounting 311 .....	3	Accounting 318 .....	3
Accounting 348 .....	3	Finance 323 .....	3
LE 308 .....	<u>3</u>	Management 320 .....	<u>3</u>
	15		15

### Fourth Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Accounting Elective .....	3	Management 460 (Capstone) .....	3
Accounting 429 .....	3	Accounting 451 (Capstone) .....	3
Accounting 414 .....	3	Accounting Elective .....	3
American Institutions Elective .....	3	Accounting Elective .....	3
Arts/Humanities Elective .....	3	Free Elective .....	<u>3</u>
Free Elective .....	<u>1</u>		15
	16		

## Economics

### Third Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Marketing 340 .....	3	Economics Elective .....	3
International Studies Econ. Elective .....	3	Economics Elective .....	3
Economics 328 .....	3	Finance 323 .....	3
Management 320 .....	3	Economics 326 .....	3
American Institutions Elective .....	<u>3</u>	Free Elective .....	<u>3</u>
	15		15

### Fourth Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Economics Elective .....	3	Management 460 (Capstone) .....	3
Arts/Humanities Elective .....	3	Free Elective .....	3
Free Elective .....	3	Economics 423 .....	3
Economics 440 .....	3	Free Elective .....	3
Management 420 .....	3	Economics 467 (Capstone) .....	<u>2</u>
Economics 466 (Capstone) .....	<u>2</u>		14
	17		

## Economics (International Economics Concentration)

### Third Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Marketing 340 .....	3	Economics 326 .....	3
International Studies Elective* .....	3	Marketing 371 .....	3
Economics 328 .....	3	Finance 323 .....	3
Management 320 .....	3	International Studies Elective* .....	3
American Institutions Elective .....	<u>3</u>	International Econ. Elective .....	<u>3</u>
	15		15

### Fourth Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Finance 440 .....	3	International Studies Elective* .....	3
International Econ. Elective .....	3	International Econ. Elective .....	3
Management 420 .....	3	Management 460 (Capstone) .....	3
Free Elective .....	3	Free Elective .....	3
Economics 466 (Capstone) .....	2	Economics 467 (Capstone) .....	<u>2</u>
Arts/Humanities Elective .....	<u>3</u>		14
	17		

\*15 hours of International Studies Electives cannot be taken in the Lewis College of Business. This requirement can be met by taking 100 and 200 level language courses or by taking other university designated international courses. In addition, students may apply foreign experiences toward these hours. Check in the dean's office.

## Finance

### Third Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Legal Environment 308 .....	3	Finance 350 .....	3
Finance 323 .....	3	Arts/Humanities Elective .....	3
Management 320 .....	3	Finance 370 .....	3
Accounting Elective .....	3	Finance Elective .....	3
Marketing 340 .....	3	International Studies Econ. Elective .....	3
Marketing 231 (taken in 2nd year) .....	3		15
	18		

### Fourth Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Management 420 .....	3	Finance 470 (Capstone) .....	3
Management 422 .....	3	Management 460 (Capstone) .....	3
Finance 343 .....	3	Finance 440 .....	3
Management 461 .....	3	Finance Elective .....	3
Free Elective .....	1	American Institutions Elective .....	3
	13		15

## Management

### Third Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Management Info. Systems 290 .....	3	Finance 323 .....	3
Marketing 340 .....	3	Management 419 .....	3
Management 320 .....	3	Management 422 .....	3
Management Elective .....	3	International Studies Econ. Elective .....	3
Management 360 .....	3	Free Elective .....	3
Free Elective .....	1		16
	16		

### Fourth Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Management 420 .....	3	Management 423 (Capstone) .....	3
Management 424 .....	3	Management 425 .....	3
American Institutions Elective .....	3	Management 460 (Capstone) .....	3
Management Elective .....	3	Arts/Humanities Elective .....	3
Free Elective .....	3	Free Elective .....	3
	15		15

## Management (Health Care Concentration)

### Third Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Management 320 .....	3	Arts/Humanities Elective .....	3
International Studies Econ. Elective .....	3	Legal Environment 351 .....	3
Marketing 340 .....	3	Management 354 .....	3
Management 350 .....	3	Finance 356 .....	3
Finance 323 .....	3	Accounting 358 .....	3
	15		15

## Fourth Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Management 420 .....	3	Management 423 .....	3
Management 422 .....	3	Management Info. Systems 290 .....	3
Management 424 .....	3	Management 455/460 (Capstone) .....	3
American Institutions Elective .....	3	Management Elective .....	3
Management 471 (Summer Only) .....	<u>4</u>	Management 472 (Summer Only) .....	<u>4</u>
	16		16

## Management Information Systems

### Third Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Management Info. Systems 290 .....	3	Finance 323 .....	3
Management Info. Systems 310 .....	3	International Studies Econ. Elective .....	3
Management Info. Systems 350 .....	3	Marketing 340 .....	3
Management Info. Systems 207 .....	3	Management Info. Systems 333 .....	3
Management 320 .....	<u>3</u>	Management Info. Systems 257 .....	3
	15	Management Info. Systems 340 .....	<u>3</u>
			18

### Fourth Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Free Elective .....	3	Management 460 (Capstone) .....	3
Arts/Humanities Elective .....	3	Management Info. Systems 470 .....	3
Management Info. Systems Elective .....	3	Management Info. Systems 475 .....	3
Management 420 .....	3	(Capstone)	
American Institutions Elective .....	<u>3</u>	Free Electives .....	<u>4</u>
	15		13

## Marketing

### Third Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
International Studies Econ. Elective .....	3	Marketing 371 .....	3
Marketing 340 .....	3	Marketing Elective .....	3
Management 320 .....	3	Finance 323 .....	3
Journalism 330 .....	3	Free Elective .....	3
Marketing 231 (taken in 2nd year) .....	<u>3</u>	Marketing 350 .....	<u>3</u>
	15		15

### Fourth Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Management 420 .....	3	Marketing 465 (Capstone) .....	3
Marketing 442 .....	3	Marketing Elective .....	3
Marketing Elective .....	3	Management 460 (Capstone) .....	3
American Institutions Elective .....	3	Free Elective .....	3
Free Elective .....	<u>3</u>	Arts/Humanities Elective .....	3
	15	Free Elective .....	<u>1</u>
			16

## Marketing (Business Logistics Concentration)

### Third Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
International Studies Econ. Elective .....	3	Free Elective .....	3
Marketing 340 .....	3	Finance 323 .....	3
Management 320 .....	3	Marketing Elective .....	3
Journalism 330 .....	3	Marketing 350 .....	3
Marketing 231 (taken in 2nd year) .....	3	Marketing 371 .....	3
	15	Free Elective .....	1
			16

### Fourth Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Management 420 .....	3	Marketing 465 (Capstone) .....	3
Marketing 442 .....	3	Management 460 (Capstone) .....	3
American Institutions Elective .....	3	Free Elective .....	3
Marketing Elective .....	3	Marketing Elective .....	3
Free Elective .....	3	Arts/Humanities Elective .....	3
	15		15

## MINOR PROGRAMS OF STUDY

Students may desire a limited but structured background in one of the functional areas of business.

Because the business core encompasses much of the foundation work required, completion of the minor would facilitate entry into the M.B.A. program. The following minor programs of study provide such structured backgrounds. These minors are the only minors available in the LCOB.

*Accounting Minor* - A minimum of 12 credit hours in Accounting, to include ACC 215, 216, and six hours of accounting electives. Choose from among ACC 311, 312, 318, 348, 358, 360, 365, 412, 415, 418, 448.

*Economics Minor* - A minimum of 12 credit hours in Economics, with no more than three of those hours earned at the 100 level.

*Finance Minor* - A minimum of 12 credit hours in Finance, to include FIN 323, plus six hours from among FIN 343, 350, 370; plus three hours taken in any of the discipline's 400-level courses.

*Management Minor* - A minimum of 12 credit hours, to include MGT 320, plus three hours from among MGT 420, 422; for the remaining six hours choose from:

Health Care: MGT 350, 354

Human Resources: MGT 424, 425 (or 422, if not already taken)

Small Business: MGT 360, 461

*Management Information Systems Minor* - A minimum of 12 credit hours in Management Information Systems, chosen from among the following MIS courses: 207, 257, 290, 310, 333, 340, 350, 411, 433, 444, 450, 470, 475.

*Marketing Minor* - A minimum of 12 credit hours, to include MKT 231, 340, 371 and three hours of MKT at either the 300 or 400 level.

## **3+2 PROGRAM**

The 3+2 program allows an undergraduate student who plans to enroll in the Marshall M.B.A. Program immediately following receipt of the baccalaureate degree an opportunity to complete both degrees in five (5) academic years. Students may double-count up to 9 hours of graduate coursework taken during the senior year toward an undergraduate business degree. Students pursuing non-business baccalaureate degrees should contact their advisors to determine the applicability of M.B.A. courses toward their undergraduate degrees.

### **Admission Requirements:**

The student must:

- 1) have senior status or be able to attain senior status after completion of the semester in which the student is currently enrolled;
- 2) have completed all Foundation courses before the end of the semester in which the student is currently enrolled;
- 3) be reasonably likely to complete all undergraduate degree requirements within two (2) semesters after being admitted to the 3+2 program;
- 4) have completed the GMAT and received a score of 500 or better;
- 5) have a GPA of 3.0 or better in all Foundation courses taken up to the time of application; and
- 6) have an index score of 1000 or better. The index is calculated by multiplying the undergraduate GPA (at the time of application) by 200 and adding the student's GMAT score.

### **Foundation Courses:**

ACC 215, ACC 216, ECN 250, ECN 253, FIN 323, MGT 218, MGT 320, MGT 420, MKT 340, MTH 203. (Accounting majors may substitute ACC 318 for MGT 420.)

Students accepted into the 3+2 program may take nine (9) hours of graduate level courses with senior status. After the student completes the baccalaureate degree and attains full admission into the M.B.A. program, the student will be allowed to take additional graduate coursework.

## **MILITARY SCIENCE**

### **U.S. Army Reserve Officers' Training Corps**

The Marshall University Reserve Officers' Training Corps Program, established at Marshall in September, 1951, is open to both men and women. The objective of this program is to produce leaders capable of serving as commissioned officers in the U.S. Army active and reserve forces. It provides a basic military education which, in conjunction with other college disciplines, develops the attributes essential for successful executive performance. Individuals who successfully complete all of the training may be commissioned in the United States Army, the United States Army Reserve or the National Guard upon graduation from the university.

## **Curriculum**

The ROTC program is divided into two parts -the Basic Course and the Advanced Course. The Basic Course (MS I and MS II) consists of 100- and 200-level Military Science classes and is designed primarily for freshman and sophomore students. Students do not incur a military obligation in the Basic Course. The Advanced Course (MS III and MS IV) consists of 300 - and 400-level Military Science classes and is reserved for junior, senior and graduate students. In the Advanced Course, the student receives a monthly tax-free subsistence allowance of \$150.00 and a military obligation is incurred.

The Military Science curriculum can be taken in conjunction with any of the four-year university degree programs and may be applied toward graduation requirements as electives. Students who attain a high standard of military and academic achievement may be afforded an opportunity to apply for active duty commission with a beginning salary of about \$28,000 per year.

## **Two-Year Program**

Students who have not taken the first two years of Military Science may gain credit by attending Basic Camp (MS 251) at Fort Knox, Kentucky. Students are awarded six credit hours for this camp and are paid approximately \$700 for attending the five-week camp. You may attend Basic Camp with no obligation. If the student decides to enter the Advanced Course the obligation begins the first day of the junior year. Students interested in the two-year program should contact the Military Science Department. Also, qualified veterans and students who have had Junior ROTC in high school may be awarded credit for the first two years of ROTC.

## **Eligibility**

To be eligible for enrollment in ROTC, an applicant must be a regularly enrolled full-time student capable of participating in a normal college physical education program. To progress to the Advanced Course, students must meet age, physical condition, moral standards, have a 2.0 overall Grade Point Average, and be entering their junior year of college. Members of the Army Reserve and National Guard may enroll in Military Science classes and receive a commission.

## **Scholarships and Allowances**

Scholarships are available for two, three, or four years. Students enrolled in the Advanced Course receive a tax-free subsistence allowance of \$150 a month. They also receive about \$700 for attending a five-week Advanced Camp (between the junior and senior year). Total remuneration for the final two years is approximately \$3,000. All military textbooks, uniforms, and equipment are furnished at no cost to students.

## **Graduate Schooling**

A delay to pursue a master's degree in any subject discipline other than Religious Studies may be granted for a period of up to 24 months. These opportunities are available before entering active duty, or at some later date. Future officers involved in a legal course of study or the medical sciences may delay their active duty for a period necessary to complete their studies, but not more than 36 months. All of these program are varied and require intense application as a student.

## **Military Science Extracurricular Activities**

In addition to ROTC classes, the Military Science Department offers unique opportunities in various activities. These activities are designed to create new and lasting friendships as well as to develop spiritual and mental leadership. The extracurricular activities are: the Color Guard, Intramural Sports, Ranger Challenge Team (the varsity sport of Cadet Command), and Officer's Christian Fellowship.

For further information, contact the Military Science Department, Room 217, Gullickson Hall, or call (304) 696-6450.