



Elizabeth McDowell Lewis College of Business

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

Division of Accountancy and Legal Environment

Prof. Neal G. Adkins, Division Head

Professors

Saunders, Stone

Associate Professors

Berry, Broce, Conrad, Forget, Jakubowski, Meador

Assistant Professors

Esmond-Kiger, Maheshwari, Smith

Instructor

Conner

Division of Finance and Economics

Dr. Roger L. Adkins, Division Head

Professors

Brookshire, Cobb, Holdren

Associate Professors

Brozik, Kontos, Shuklian, Smith, Wilkins, Zapalska

Assistant Professors

Burton, Newsome, Vinlove

Instructor

Thompson

(continued)

Division of Management and Marketing

Dr. Chong W. Kim, Division Head

Distinguished Professor

R. Alexander

Professors

Bolling, Damewood, Desai, McNerney, Wallace

Associate Professors

Abramson, Brown, Cupps, Emmett, Ha, D. Mader, F. Mader, Rutsohn

Assistant Professors

Braun, Cooper, Hausman, Keys, Weible

Instructor

L. Alexander

Division of Military Science

LTC Redmond, Division Head

Assistant Professors

MAJ Block, CPT Kinsey, CPT Armstrong

Chief Instructor

MSG Godwin

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
 - Operations 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.

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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.

PREBUSINESS

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. 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 classes or a three-part exam. Acceptable course substitutions at Marshall University are either (a) CSD 101, or (b) CT 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.

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.

INTERSHIPS

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 12 credit hours of internship; a maximum of 6 credit hours can be taken in one semester. 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 course work 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. The student must have Senior standing, with a 2.0 or higher in their Overall, Marshall, and major GPA's or Junior standing with a 3.0 GPA within the major.
2. 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.
3. 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 students who complete COM 094 and/or COM 095.	
Computer Literacy Requirement:	
Pre-Business students are required to show computer literacy proficiency through either taking an exam consisting of three distinct tests: Internet, Spreadsheets, and Word Processing; or by enrolling in a course or courses that substitute for the exam. The computer literacy proficiency requirement can be fulfilled by passing CT 106 (Spreadsheets), CT 107 (Internet) and OT 107 (Word Processing); by passing CSD 101; or by passing CT 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 a mathematics course above MTH 120 prior to enrolling in an ISC course.	

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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.

Mathematics 123 and 203	6
MAT 097 is required for students with mathematics ACT score 16-18. MAT 096 is required for students with a mathematics ACT score of less than 16. The graduation requirement is increased four hours per course for students who complete MAT 096 and/or MAT 097.	
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, 420, 424, 431, 432, 433, 440	
Political Science 104, 202, 233, 301, 303, 307, 376, 423, 433, 436, 440, 461, 484	
Sociology 200 (Non-International Sections), 300, 310, 311, 313, 330, 342, 375, 401, 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: 150, 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 200 (International Sections), 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 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.

PREBUSINESS 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
Non-COB Free Elective	3	International Studies Elective	3
American Institutions Elective	<u>3</u>	Non-COB Free Elective	3
	15-16	CSD 101/CT 101	<u>0-3</u>
			15-18

Second Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Accounting 215	3	Accounting 216	3
Economics 250	3	Economics 253	3
ISC Science Elective	4	Psychology 201	3
International Studies Elective	3	Management 218	3
Comm. Studies Elective	<u>3</u>	Arts/Humanities Elective	3
	16	Legal Environment 207	<u>3</u>
			18

SUGGESTED PROGRAMS OF STUDY FOR THE LAST TWO YEARS

Accounting

Third Year

<i>First Semester</i>	<i>Hrs.</i>
Marketing 340	3
International Studies Econ. Elective	3
Accounting 311	3
Accounting 318	3
Free Elective	<u>3</u>
	15

<i>Second Semester</i>	<i>Hrs.</i>
Legal Environment 308	3
Accounting 312	3
Accounting 348	3
Finance 323	3
Management 320	3
Free Elective	<u>3</u>
	18

Fourth Year

<i>First Semester</i>	<i>Hrs.</i>
Accounting 313	3
Accounting 429	3
Accounting 414	3
American Institutions Elective	3
Arts/Humanities Elective	3
Free Elective	<u>0-1</u>
	15-16

<i>Second Semester</i>	<i>Hrs.</i>
Management 460 (Capstone)	3
Accounting 441	3
Accounting 451 (Capstone)	3
Accounting Elective	3
Accounting Elective	<u>3</u>
	15

Economics

Third Year

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

<i>Second Semester</i>	<i>Hrs.</i>
Economics Elective	3
Economics Elective	3
Finance 323	3
Economics 326	3
Free Elective	<u>3</u>
	15

Fourth Year

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

<i>Second Semester</i>	<i>Hrs.</i>
Management 460 (Capstone)	3
Free Elective	3
Economics 423	3
Free Elective	3
Economics 467 (Capstone)	2
Free Elective	<u>2-3</u>
	16-17

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	3
	15	Free Elective	<u>2-3</u>
			17-18

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 325	3
Finance 323	3	Arts/Humanities Elective	3
Management 320	3	Finance 370	3
Accounting Elective	3	Free Elective	3
Marketing 340	3	International Studies Econ. Elective	<u>3</u>
Marketing 231 (taken in 2nd year)	<u>3</u>		15
	18		

Fourth Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Management 420	3	Finance 415/470 (Capstone)*	3
Management 422	3	Management 460 (Capstone)	3
Finance Elective	3	Finance 440	3
Finance 330	3	Finance Elective	3
Management 461	3	American Institutions Elective	<u>3</u>
Free Elective	<u>0-1</u>		15
	15-16		

*Senior Finance Case Study (capstone) courses (FIN 415, FIN 470) depend upon area of interest. FIN 415 is usually offered in the Fall. FIN 470 is usually offered in the Spring. Students do not take both courses.

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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	<u>3</u>
Free Elective	<u>0-1</u>		15
	15-16		

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	<u>3</u>
Free Elective	<u>3</u>		15
	18		

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	<u>3</u>
Free Elective	<u>2-3</u>		15
	16-17		

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 (Operations Concentration)

Third Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Accounting 318	3	Management 418	3
Management 320	3	Management Info. Systems 290	3
Marketing 340	3	Finance 323	3
International Studies Econ. Elective .	3	American Institutions Elective	3
Management Operations Elective	3	Management Operations Elective	<u>3</u>
Free Elective	<u>0-1</u>		15
	15-16		

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Fourth Year

First Semester	Hrs.
Management 425	3
Management 422	3
Management 420 (Capstone)	3
Management Elective	3
Free Elective	3
Free Elective	<u>3</u>
	18

Second Semester	Hrs.
Management 426	3
Management 460 (Capstone)	3
Arts/Humanities Elective	3
Management 423	3
Free Elective	<u>3</u>
	15

Management Information Systems**Third Year**

First Semester	Hrs.
Management Info. Systems 290	3
Management Info. Systems 310	3
Management Info. Systems 340	3
Management Info. Systems 207	3
Management 320	<u>3</u>
	15

Second Semester	Hrs.
Finance 323	3
International Studies Econ. Elective ...	3
Marketing 340	3
Management Info. Systems 330	3
Management Info. Systems 209	<u>3</u>
	15

Fourth Year

First Semester	Hrs.
Free Elective	3
Arts/Humanities Elective	3
Management Info. Systems 410	3
Management 420	3
Management Info. Systems 430	3
American Institutions Elective	<u>3</u>
	18

Second Semester	Hrs.
Management 460 (Capstone)	3
Management Info. Systems 440	3
Management Info. Systems 441	3
(Capstone)	
Free Elective	<u>0-4</u>
	9-12

Marketing**Third Year**

First Semester	Hrs.
International Studies Econ. Elective .	3
Marketing 340	3
Management 320	3
Free Elective	3
Journalism 330	3
Marketing 231 (taken in 2nd year)	<u>3</u>
	18

Second Semester	Hrs.
Marketing 371	3
Marketing Elective	3
Finance 323	3
Free Elective	3
Marketing 350	<u>3</u>
	15

Fourth Year

First Semester	Hrs.
Management 420	3
Marketing 442	3
Marketing Elective	3
American Institutions Elective	3
Free Elective	<u>3</u>
	15

Second Semester	Hrs.
Marketing 465 (Capstone)	3
Marketing Elective	3
Management 460 (Capstone)	3
Free Elective	3
Arts/Humanities Elective	3
Free Elective	<u>0-1</u>
	15-16

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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
Free Elective	3	Marketing 350	3
Journalism 330	3	Marketing 371	3
Marketing 231 (taken in 2nd year)	<u>3</u>	Free Elective	<u>0-1</u>
	18		15-16

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	<u>3</u>	Arts/Humanities Elective	<u>3</u>
	15		15

BUSINESS SCIENCE AND TECHNOLOGY MAJOR: ONLINE CAMPUS

The Business Science and Technology major is a B.B.A. degree with a broad spectrum of business courses. The LCOB offers the major solely through online courses. Students pursuing this major obtain their course work through internet based instruction. The Business Science and Technology major is not available to regularly enrolled, on campus Marshall students.

The LCOB offers all of the upper division major courses required for the degree through the internet. Many of the Prebusiness courses are also offered online by Marshall.

Courses required for Prebusiness but not offered through Marshall can be transferred from other accredited institutions. Students may transfer either classroom based or electronic courses to meet Prebusiness requirements. The LCOB dean's office determines whether transfer courses will meet Prebusiness requirements. Students should contact the LCOB dean's office prior to taking courses from another institution to verify in advance the transferability of the course.

Marshall University is a member of the Southern Regional Electronic Campus (SREC) which is a consortium of accredited colleges and universities offering online courses. Students seeking electronic Prebusiness courses may want to visit the SREC at <http://www.srec.sreb.org/>. All of the Prebusiness courses are available in the electronic format through the SREC. Students taking courses through the SREC must verify proper course selection with the LCOB dean's office in advance.

Business Science and Technology majors must meet all LCOB graduation requirements of the B.B.A. degree. Business Science and Technology majors may not graduate during their final semester if course work is being transferred in from another institution the semester in which the student intends to graduate. Transcripts from other institutions must be received by the Marshall University Registrar before the end of the semester. If transcripts are received late the student will graduate the following semester.

Students pursuing the Business Science and Technology major must meet all prerequisite requirements. The following courses are required:

Pre-Business Requirements

CSD 101 or CT 101E,	ENG 102, English Composition II 3
Computers & Data Processing 3	MTH 203, Calculus for Business 3
ENG 101, English Composition I 3	American Institutions Elective 3
MTH 123,	International Studies Elective 3
Selected Topcs in College Algebra 3	PSY 201, General Psychology 3
Science Elective 3	Arts/Humanities Elective <u>3</u>
Arts/Humanities Elective 3	18
CMM 207,	
Bus. & Prof. Communication <u>3</u>	
18	

ACC 215, Principles of Accounting I 3	ACC 216, Principles of Accounting II 3
ECN 250, Principles of Microeconomics ... 3	ECN 253, Principles of Macroeconomics .. 3
ISC Science E 4	MGT 218E, Business Statistics 3
American Institutions Elective 3	LE 207, Legal Environment of Business .. 3
(Multicultural - HST 342E or SOC 200E)	International ECN Elective (ECN 420E) ... 3
International Studies Elective <u>3</u>	CMM Studies Elective
16	(CMM 255E or 319E) <u>3</u>
	18

Major Requirements

MIS 290E, Principles of MIS 3	BS&T Elective 3
MKT 340E, Principles of MKT 3	MKT 341E, Advertising Management 3
FIN 323E, Principles of FIN 3	FIN 325E, Commerical Banking 3
Free Elective 3	MGT 320E, Principles of Management 3
Free Elective <u>3</u>	Free Elective <u>3</u>
15	15

MGT 420E, Operations Management 3	MIS 340E, Database Management Sys. 3
MIS 310E, Bus. Sys. Analysis & Design ... 3	MGT 424E , Personnel Management 3
BS & T Elective 3	BS&T Elective 3
Free Elective 3	MGT 460E, Strategic Management (WAC) .. 1
Free Elective <u>3</u>	Free Elective <u>3</u>
15	13

BS&T Electives: Students may select from the following courses: ACC 318E, ECN 310E, FIN 330E, FIN 425E, FIN 440E, MIS 410E, MKT 371E, MKT 442E

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 325, 330, 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: MIS 440, 441

Management Information Systems Minor - A minimum of 12 credit hours in Management Information Systems, chosen from among CSD 207 and the following MIS courses: 209, 290, 310, 330, 340, 410, 430, 440, 441.

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.

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.