



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, Wenzel

Associate Professors

Berry, Capehart, Conrad, Forgét, Maheshwari, Smith

Assistant Professors

J. Archambault, M. Archambault, Luchs, Price

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

Professors

Adkins, Akkihal, Brookshire, Brozik, L. Shao, Smith, Zapalska

Associate Professors

Burton, Newman, Shuklian, Wilkins

Assistant Professors

J. Agesa, R. Agesa, Hicks, Newsome

Division of Management and Marketing **Dr. Chong W. Kim, Division Head**

Professors

Abramson, Bolling, Brown, Damewood, Emmett, Kim, D. Mader, F. Mader, McInerney, Rutsohn, Sikula, Tate

(continued)

Associate Professors

Braun, Chandra, Ha, Mandal, Olmosk, D. Shao, Tucci, Weible

Assistant Professors

Alexander, Anderson, Wiant

Instructors

Belville, Daniel, Halleck, Little, Tomblin

Division of Military Science
LTC Michael J. Scholl, Department Head

Professors

LTC Scholl

Assistant Professors

MAJ Healy, MAJ Whitfield

Military Instructors

SFC Lovins, MSG Settle

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.

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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 *Graduate Catalog*.
3. Master of Science in Industrial and Employee Relations: a complete description of this program is given in the *Graduate Catalog*.
4. Master of Science in Health Care Administration: a complete description of this program is given in the *Graduate Catalog*.

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 a 2.0 GPA at the time of transfer into 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.

TRANSFER OF CREDITS FROM ANOTHER INSTITUTION

When students transfer courses from another institution to Marshall University, the Admissions Office produces a Transfer Equivalency Worksheet. Advisors in the dean's office work closely with transfer students to determine how courses taken at other institutions will count toward their B.B.A. requirements. Students need to be especially aware of the distinction between upper and lower division credit. The Transfer Equivalency Worksheet may list a Marshall equivalent class as being a 300 or 400 level course, however, the presence of an asterisk (*) just to the left of the course title indicates the student received upper division credit for the course taken at another institution. No asterisk indicates lower division credit. A plus sign to the left of the course title indicates a developmental course. Developmental course hours do not count toward graduation requirements.

All 300 and 400 level business courses listed on a student's curriculum sheet required for a B.B.A. must be completed at the upper division level. For example: if a student completed Principles of Management at another institution and the course number was taken at the freshman or sophomore level, the Transfer Equivalency Worksheet will list the Marshall equivalent as MGT 320, which is Principles of Management at Marshall. However, the course completed was a lower division course and the student did not complete the requirement for upper level credit. Therefore, the student would need to re-take the course at Marshall for upper division credit or validate the course. For a few courses, the Lewis College of Business offers a method of validating courses that transfer in as lower division, but require upper division credit. Students who receive lower division credit in the following courses can validate those courses by choosing one of the following options:

FIN 323, Principles of Finance - Students can (1) take FIN 343 or FIN 370 and receive a grade of C or better; (2) pass a validation exam given by the Division of Finance and Economics; or (3) pass FIN 323 at Marshall for upper division credit.

MGT 320, Principles of Management - Students can (1) take MGT 422 and receive a grade of C or better; (2) pass a validation exam given by the Division of Management and Marketing; or (3) pass MGT 320 at Marshall for upper division credit.

MKT 340, Principles of Marketing - Students can (1) take MKT 371 and receive a grade of C or better; (2) pass a validation exam given by the Division of Management and Marketing; or (3) pass MKT 340 at Marshall for upper division credit.

Students who have any questions regarding upper or lower division credit or validating a course should see an advisor in the Lewis College of Business.

Transfer students should also understand the meaning of the term *unclassified* (UNC) on the Transfer Equivalency Worksheet. Unclassified is a term that reflects the fact that Marshall does not offer a course that is an equivalent of the course taken at the transfer institution. Unclassified does not mean the transfer course will not count toward a degree program at Marshall University. Students may apply unclassified credit toward B.B.A.

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requirements if the course content meets the essential elements needed. For example, a student may have taken an expanded course that focused solely on one or two of Shakespeare's plays. Marshall does not offer this course, but the course does meet the essential elements for a required Arts/Humanities requirement. In unclassified course credit cases, the Associate Dean may ask the student to submit a catalog course description or a syllabus. Not all unclassified courses can be applied toward a B.B.A. degree requirement.

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 (excluding MGT 320 and MKT 340).

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.

PROBATION AND ACADEMIC DISMISSAL

The Lewis College of Business adheres strictly to the University Academic Probation and Suspension Policy found in the "Academic Information" section of this catalog. Students should be aware of the policy, as it has changed significantly effective Fall 2003. This policy affects all undergraduate students in the LCOB regardless of their catalog year.

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 dean's office has the right to withdraw the student 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.

Students who register for an Economics, Finance, Management, or Marketing internship and are majoring in that field will receive credit toward an Economics elective, Finance elective, Management elective, or Marketing elective, respectively. Students can only apply credit toward one Economics, Finance, Management, or Marketing elective. Students who take an internship twice, the second three hours will be counted toward free elective hours. It will not apply toward an additional required elective. Students who complete an internship in Accounting or Management Information Systems will receive credit toward free elective hours.

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.

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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 2.5 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.

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, full admission to major, computer literacy exam results, 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.	
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	0-3
Pre-Business students are required to show computer literacy proficiency through either taking an exam on concepts taught in IT 101 or by enrolling in 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), Classics, 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.	

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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.

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, 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, 378, 405, 423, 426, 428, 430, 434, 435

Journalism and Mass Communications 436

Marketing 371

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Philosophy 320

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

Religious Studies 205, 206

Sociology 401

Spanish 240, 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. (College of Business students will receive credit for their writing-intensive requirement when they complete MGT 460 at Marshall University.)

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
Psychology 201	3	International Studies Elective	3
American Institutions Elective	3	Economics 250	3
	15-16	CSD 101/IT 101	3
			18

Second Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
Accounting 215	3	Accounting 216	3
Economics 253	3	Arts/Humanities Elective	3
ISC Science Elective	4	Management 218	3
Arts/Humanities Elective	3	American Institutions Elective	3
Comm. Studies Elective	3	Legal Environment 207	3
	16	International Studies Elective	3
			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 Elective	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 441	3	Management 460 (Capstone)	3
Accounting 429	3	Accounting 450 (Capstone)	3
Accounting 414	3	Accounting Elective	3
Free Electives	<u>6-7</u>	Accounting Elective	3
	15-16	Free Elective	<u>3</u>
			15

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
Free 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
Free Electives	5-6	Free Elective	3
Economics 440	3	Economics 423	3
Management 420	3	Free Elective	3
Economics 466 (Capstone)	<u>2</u>	Economics 467 (Capstone)	<u>2</u>
	16-17		14

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
Free Elective	<u>3</u>	International Econ. Elective	<u>3</u>
	15		15

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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 Electives	5-6	Free Elective	3
Economics 466 (Capstone)	<u>2</u>	Economics 467 (Capstone)	<u>2</u>
	16-17		14

*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	Free Elective	3
Management 320	3	Finance 370	3
Accounting Elective	3	Finance 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 470 (Capstone)	3
Finance 440	3	Management 460 (Capstone)	3
Finance 343	3	Management 422	3
Management 461	3	Finance Elective	3
Free Elective	<u>0-1</u>	Free Elective	<u>3</u>
	12-13		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 Electives	<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
Management Elective	3	Management 460 (Capstone)	3
Free Electives	<u>6</u>	Free Electives	<u>6</u>
	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	Free 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	<u>3</u>	Accounting 358	<u>3</u>
	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 460 (Capstone)	3
Free 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 Electives	9	Management 460 (Capstone)	3
Management Info. Systems Elective	3	Management Info. Systems 470	3
Management 420	<u>3</u>	Management Info. Systems 475	3
	15	(Capstone)	
		Free Electives	<u>3-4</u>
			12-13

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
Marketing 437	3	Free Electives	6-7
Free Elective	<u>1-2</u>		15- 16
	14-15		

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)	<u>3</u>	Marketing 371	3
	15	Free Elective	<u>1</u>
			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
Marketing 437	3	Free Electives	5-6
Marketing Elective	3	Marketing Elective	<u>3</u>
Free Elective	<u>3</u>		14-15
	15		

MINOR PROGRAMS OF STUDY

Students may desire a limited but structured background in one of the functional areas of business. 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 311 and 318 and six hours of accounting electives. Choose from among ACC 312, 360, 365, 412, 415, 418, 448, or 400-level Special Topics, excluding ACC 215, 216, 358, and 410.

Economics Minor - A minimum of 12 credit hours in Economics, with no more than six of those hours earned at the 200 level or lower.

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, to include MIS 207 and 290, plus six hours from among the following MIS courses: 257, 310, 333, 340, 350.

(continued)

Marketing Minor - A minimum of 12 credit hours, to include MKT 340 and nine other hours of Marketing.

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. Upon contracting, students receive a monthly stipend of \$250 to \$400.

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 approximately \$35,000 per year.

Two-Year Program

Students who have not taken the first two years of Military Science may gain credit by attending the Leaders' Training Course (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 the Leaders' Training Course with no obligation. If the student decides to enter the Advanced Course after attending the Leaders' Training Course (LTC), 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 several requirements, including age, physical condition, and 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 each 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 \$7,500. All uniforms and equipment are furnished at no cost to students.

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 leadership skills. The extracurricular activities are: the Color Guard, Intramural Sports, and Ranger Challenge Team (the varsity sport of Cadet Command).

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