LEWIS COLLEGE OF BUSINESS VISION STATEMENT

The Marshall University Elizabeth McDowell Lewis College of Business (LCOB) will be recognized as an exceptional educational value and as a major contributor to 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 is committed to an overall balance among teaching, scholarly activity, and service. The LCOB is dedicated to graduating individuals who possess the communication, critical thinking, and problem solving skills necessary to meet district needs and the demands of a global environment.

The Lewis College of Business is a vital intellectual resource to the people of West Virginia and the surrounding area. The LCOB and the University will provide the people, programs, knowledge, skills, and technology essential to meet the needs of the State and the region.

The Lewis College of Business promotes mutual respect, professional development, ethical conduct, freedom of inquiry and expression, and multiculturalism. The LCOB faculty, staff, and administrators affirm and endorse both the Marshall University creed and the Marshall University statement of professional ethics for all employees.

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 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 retake 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. 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 either by taking IT 101 or by passing an exam on concepts taught in IT 101.

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 hrs. 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

<table>
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<tr>
<th>Subject Area</th>
<th>Hours Required</th>
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<tbody>
<tr>
<td>Communication Studies</td>
<td>6</td>
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<tr>
<td>CMM 308, 315, 319, 322</td>
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<tr>
<td>English 101, 102</td>
<td>6</td>
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<td>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.</td>
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<tr>
<td>Computer Literacy Requirement</td>
<td>0-3</td>
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<tr>
<td>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.</td>
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<tr>
<td>Arts/Humanities</td>
<td>6</td>
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<td>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.</td>
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<td>Natural Sciences</td>
<td>7 or 8</td>
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<td>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.</td>
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| 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, 456
Geography 206, 305, 320, 401, 402, 410, 414, 415, 416, 417
History 125, 230, 231, 250, 303, 312, 317, 323, 333, 342, 350, 402, 403, 404,
405, 409, 410, 411, 413, 414, 415, 416, 424, 431, 432, 433, 440
Philosophy 315
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,
432, 433, 435, 440, 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 courses listed in the Schedule of Courses as international.
The following are suggested:
Anthropology 201
Finance 440
History 103, 208, 221, 223, 261
Marketing 371
Religious Studies 205, 206
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.)