

# MARSHALL UNIVERSITY

LEWIS COLLEGE OF BUSINESS

I'M  
SUCCESSFUL.

I AM A PART OF THE MARSHALL FAMILY.

Pedro Dolabella, Class of 2022  
MASTER OF BUSINESS ADMINISTRATION





13

UNDERGRADUATE  
MAJORS

53

FACULTY  
MEMBERS



SUCCESSFUL  
ALUMNI

13

GRADUATE  
DEGREES

4

ACCREDITATIONS





## VISION STATEMENT

The Lewis College of Business will grow into a next-generation business school that prepares students to become sought-after business professionals and contributes to the region's economic development.

## MISSION STATEMENT

The Lewis College of Business empowers students with the skills and knowledge to become successful business professionals in West Virginia and beyond. The college provides a high-quality, innovative business education in a supportive environment that encompasses exemplary teaching, experiential learning, external engagement, and impactful scholarship.

## ACADEMIC PROGRAMS

### UNDERGRADUATE MAJORS

- » B.B.A. in Accounting
- » B.B.A. in Aviation Management
- » B.B.A. in Economics
- » B.B.A. in Entrepreneurship
- » B.B.A. in Finance
- » B.B.A. in Health Care Management
- » B.B.A. in International Business
- » B.B.A. in Management
- » B.B.A. in Management Information Systems
- » B.B.A. in Marketing
- » B.B.A. in Sports Business
- » B.B.A. in Sustainability Management and Technology
- » Online BA in General Business

*\* Most majors have associated minors. Other minors include Hospitality and Tourism, Legal Environment, and Military Science and Leadership.*

### MASTER'S PROGRAMS

- » Master of Business Administration
- » Master of Business Administration online
- » Master of Science in Accountancy
- » Master of Science in Accountancy online
- » Master of Science in Health Informatics
- » Master of Science in Health Care Administration
- » Master of Science in Human Resource Management
- » Master of Science in Information Systems
- » Master of Science in Sport Administration

### GRADUATE CERTIFICATES

- » Certificate in Technology Management
- » Certificate in Data Analytics in Health Care

### DOCTORAL PROGRAMS

- » Doctor of Nurse Anesthesia Practice and Management (DNAP)
- » Doctor of Business Administration



*Our Accounting and Business programs are accredited by the Association to Advance Collegiate Schools of Business (AACSB), and our DNAP program is accredited by the Council on Accreditation of Nurse Anesthesia Educational Programs (COA). The Master of Science in Health Informatics is accredited by the Commission on Accreditation for Health Informatics and Information Management Education (CAHIIM).*



# DEPARTMENT OF ACCOUNTANCY AND LEGAL ENVIRONMENT



# I'M READY.

I AM A PART OF THE MARSHALL FAMILY.

**ISABELLA  
CARNES**  
Accounting

'23

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Marshall has an encouraging atmosphere. From staff to alumni to other students, everyone wants to see us succeed.

## CAREERS IN ACCOUNTING

2021 MEDIAN ANNUAL PAY FOR ACCOUNTANT:  
**\$77,250 PER YEAR**

Source: *Source: U.S. Bureau of Labor Statistics*

PROJECTED GROWTH, 2021-2031:  
**6% NATIONALLY**

Source: *U.S. Bureau of Labor Statistics*

The Department of Accountancy and Legal Environment offers a Bachelor of Business Administration degree in accounting and a Master of Science degree in accounting. Graduates of these programs add value to many types of organizations. They are prepared to meet the challenges of a business environment because they have mastered many professional skills, including core knowledge, communication, accounting research, technology, and critical-thinking skills. If you're interested in the profession of public accounting, look no further.

# DEPARTMENT OF FINANCE, ECONOMICS AND INTERNATIONAL BUSINESS

The Department of Finance, Economics and International Business offers the following Bachelor of Business Administration majors:

- » B.B.A in Economics
- » B.B.A. in Finance
- » B.B.A. in International Business

## CAREERS IN ECONOMICS

**2021 MEDIAN PAY OF ECONOMIST:**  
**\$105,630 PER YEAR**

JOB GROWTH, 2021-2031: **6%**

## CAREERS IN FINANCE

**2021 MEDIAN ANNUAL PAY OF  
FINANCIAL ANALYST: \$95,570**

JOB GROWTH, 2021-2031: **9%**

## CAREERS IN INTERNATIONAL BUSINESS

**2021 MEDIAN ANNUAL PAY FOR  
LOGISTICIAN: \$77,030**

JOB GROWTH, 2021-2031: **28%**

*Source: U.S. Bureau of Labor Statistics*

Graduates from these programs develop problem-solving and critical-thinking skills necessary to work individually or in a team setting. Possible career paths for students pursuing these degrees include working in banking, state/federal government, investment firms, and even going to law school or graduate school to pursue advanced degrees in finance, economics, human resource management, or statistics.

I'M A  
LEADER.

I AM A PART OF THE MARSHALL FAMILY.

**NICK  
SMITH**

Finance and Economics

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The campus and student life at Marshall are amazing. All of my professors are personable, caring and have a great background.

'23

DEPARTMENT OF  
MANAGEMENT AND HEALTH  
CARE ADMINISTRATION



**CYRAH  
MOORE**  
Healthcare Management

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'23

Marshall has given me the opportunity to thrive as a college student. Everyone wants to see you excel, and that means the world to me.





**I'M  
PREPARED.**  
**I AM A PART OF THE MARSHALL FAMILY.**

By planning, organizing, leading, and controlling, managers work to increase the efficiency and effectiveness of their employees, processes, projects, and organizations. Successful managers view the entire enterprise and understand the forces shaping the firm's direction, policies, and goals while exercising personal leadership in managing employees.

The Department of Management and Health Care Administration provides students with broad knowledge, skills, and perspectives in decision making, organizational behavior, strategy, human resources management, operations management, global business management, and health care management. Graduates can pursue and add value to many types of organizations, corporations, government agencies, and industries.

The Department of Management and Health Care Administration offers the following Bachelor of Business Administration majors:

- » B.B.A. in Aviation Management
- » B.B.A. in Sustainability Management and Technology
- » B.B.A. in Health Care Management
- » B.B.A. in Management

## **CAREERS IN MANAGEMENT**

2021 MEDIAN ANNUAL PAY FOR  
MEDICAL AND HEALTH SERVICE  
MANAGERS: **\$101,340**

JOB GROWTH, 2021-2031: **28%**

*Source: U.S. Bureau of Labor Statistics*

# DEPARTMENT OF MARKETING, MANAGEMENT INFORMATION SYSTEMS & ENTREPRENEURSHIP

The Department of Marketing, Management Information Systems, & Entrepreneurship provides students with broad knowledge, skills, and perspectives in a variety of career paths including sales, digital marketing, business planning, design thinking, and information systems. Graduates can pursue and add value to many types of organizations, corporations, government agencies, and industries. They are prepared to meet the challenges of a technological business environment because they have mastered many professional skills.

The department now houses the Sports Business major that exposes students to modern methods of business communication, sports marketing, sports finance and economics, ethical and legal issues in sports business, event management and more. Students gain firsthand experience by completing internships within sports business settings.

The Department of Marketing, Management Information Systems & Entrepreneurship offers the following Bachelor of Business Administration majors:

- » B.B.A. in Entrepreneurship
- » B.B.A. in Management Information Systems
- » B.B.A. in Marketing
- » B.B.A. in Sports Business

## CAREERS IN MARKETING

2021 MEDIAN ANNUAL PAY  
FOR MARKETING MANAGERS:  
**\$133,380**

JOB GROWTH, 2019-2029: **10%**

Source: U.S. Bureau of Labor Statistics



**I'M  
CONNECTED.**  
I AM A PART OF THE MARSHALL FAMILY.



**MADDY  
BRANHAM**  
Marketing

'23

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As a University Innovation Fellow, I've enjoyed discovering ways to spread innovation and entrepreneurship to help students at Marshall.

# GRADUATE DEGREE PROGRAMS

The Lewis College of Business has developed graduate programs that help students gain a more in-depth understanding of business. Our courses integrate domain knowledge with real-world problem solving through discussions, cases, and interactions with business leaders. Our faculty members have the educational background and business experience to effectively guide you through your degree program. Our programs will help you prepare for successful careers as leaders, managers, and innovators in business, industry, labor, government, hospitals, and non-profit organizations. Whether you want to change careers, master the one you are in, or prepare for a new leadership role, we have the right graduate program for you.

## GRADUATE DEGREES:

- » M.B.A. (online and face-to-face) (concentrations available)
- » M.S. in Accountancy (online and face-to-face)
- » M.S. in Health Care Administration (virtual)
- » M.S. in Health Informatics
- » M.S. in Human Resource Management
- » M.S. in Information Systems
- » M.S. in Sport Administration
- » Doctor of Business Administration
- » Doctor of Nurse Anesthesia Practice

**The 3+2 Program offered by the Lewis College of Business allows students to complete both their Bachelor of Business Administration and a graduate degree in a total of five academic years, saving a semester of tuition. This means you could have your master's degree in accounting, human resources, health care administration, or even an M.B.A. in just FIVE years!**





I'M  
AMBITIOUS.

I AM A PART OF THE MARSHALL FAMILY.

FRED  
RICE

Human Resource Management

'24

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I love the opportunities that Marshall provides. The sky is the limit with the Herd.

# GRADUATE DEGREE PROGRAMS

## CAREERS IN HUMAN RESOURCES

2021 MEDIAN ANNUAL PAY FOR  
HUMAN RESOURCE MANAGERS:  
**\$126,230**

JOB GROWTH, 2021-2031: **7%**

*Source: U.S. Bureau of  
Labor Statistics*

## CAREERS IN HEALTH CARE ADMINISTRATION

2021 MEDIAN ANNUAL PAY FOR  
HEALTH CARE ADMINISTRATORS:  
**\$101,340**

JOB GROWTH, 2021-2031: **28%**

*Source: U.S. Bureau of Labor Statistics*

## CAREERS IN ACCOUNTANCY

MEDIAN STARTING SALARY FOR  
M.S. IN ACCOUNTANCY: **\$65,000**

*Source: Winter 2020 Salary Survey,  
National Association of Colleges  
and Employers*

PROJECTED GROWTH,  
2021-31: **6%**

*Source: U.S. Bureau of  
Labor Statistics*



I'M  
MOTIVATED.  
I AM A PART OF THE MARSHALL FAMILY.



ONLINE  
PROGRAMS



JOHN  
MARTIN  
M.B.A.

'22

“

*Marshall is a great community to learn and grow as a person and professional.*





**I'M  
IN DEMAND.  
I AM A PART OF THE MARSHALL FAMILY.**

Marshall University's Master of Business Administration (M.B.A.) and Master of Accountancy degree programs now offer a new online option, taught by full-time university faculty, which complement the current M.B.A. offerings for working professionals. Students complete their degrees in two years with the same academic requirements as those taking classes on campus.

## **CAREERS AND JOB GROWTH**

Specific M.B.A. graduates are likely to receive average starting salaries that are greater than the overall average, as their current projection is **\$79,043**.

*Source: Winter 2020 Salary Survey, National Association of Colleges and Employers*

The Lewis College of Business offers a Bachelor of Arts degree in General Business. This degree is delivered 100% online. This means students can complete the whole degree without coming to campus and without having to meet at designated times to complete lessons. The program is flexible and convenient.

The Online BA in General Business degree does not require you to choose a major. The "major" comes from 24 hours of any combination of upper level college classes. For example, you can take classes in management, marketing, accounting, economics/finance to create your major. This provides broad business knowledge that you can use in a variety of careers.





# BE INSPIRED.

BECOME A PART OF THE MARSHALL FAMILY.



The Lewis College of Business, Brad D. Smith Schools of Business is pleased to announce the construction of its new Brad D. Smith Center for Business and Innovation. We are sincerely thankful for the generous gift of Brad D. and Alys Smith that is the cornerstone for creating the new facility. The building will house a next-generation business school focused on empowering students to achieve their professional and entrepreneurial dreams, while making a positive impact on the local and regional economy.

Currently under construction, the new facility is expected to measure 77,000 gross square feet and to be complete by the fall of 2023. Classes are projected to begin in January 2024. The building will be a new state-of-the-art facility with space designs that are organic and capable of growing and morphing to keep pace with a rapidly evolving business environment. The Brad D. Smith Center will accommodate various pedagogical instructional modes including traditional lecture, experiential learning, and case discussions. It will feature a forum and auditorium, and contain computer and finance labs, offices, meeting rooms, centers, and student spaces. The facility will serve as a center for the economic development of the region, which is an important component of the college's mission. The building will be equipped with conference facilities for both small and large business gatherings. It will serve as an incubator for management and practice, and will be a hub for student-centric activities crucial to their learning, interaction, and collaboration.



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