



Programs of Study

School of Business

Dr. Richard Harvey, Dean
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FACULTY

BLANKENSHIP, JOSEPH (2008)
 Coordinator, Business Information Systems
 Management and IBM Academic Initiatives
 Associate Professor of Information Systems
 Management
 Graduate Faculty

CASELL, MACGORINE (1992)
 Professor of Business Administration
 Graduate Faculty

ENGBRETSON, JEAN CPA (2008)
 Professor of Accounting

FANTASIA, GINA (2011)
 Associate Dean, School of Business
 Associate Professor of Business
 Graduate Faculty

FISHER, MARCUS (2015)
 Temporary Assistant Professor of Information
 Systems Management

FLOYD, JANET L. (2014)
 Instructor of Business Administration

GIORCELLI, REBECCA (2005)
 Associate Dean, School of Business
 Associate Professor of Information Systems Management
 Graduate Faculty

GODFREY, AMY F. (2012)
 Assistant Professor of Economics

HARVEY, RICHARD (1988)
 Dean, School of Business
 Professor of Finance/Business Law
 Graduate Faculty

HINTON, GREGORY T. (1989)
 Professor/Senior Level: Business Law

KIRBY, JACK R. (2001)
 Associate Provost for Academic Affairs
 Director of Graduate Studies
 Associate Professor of Business Administration
 Graduate Faculty

KREMER, JOSEPH (2012)
 Assistant Professor of Finance
 Graduate Faculty

MATTHEW, JESSICA (2015)
 Temporary Assistant Professor of Accounting

MUTO, LEISA, CPA (2014)
 Assistant Professor of Accounting

OXLEY, TIMOTHY (2008)
 Vice President for Institutional Assessment
 and Effectiveness
 Professor of Business
 Graduate Faculty

SURENDRAN, SUNIL (1994)
 MBA Program Director
 Professor of Marketing and Management
 Graduate Faculty

TASKER, ASHLEY (2014)
Business Learning Coordinator

TUSCAN, AMANDA (2015)
Academic Advisor

WEAVER, ROBERT C. (1988)
Coordinator of Management and Marketing
Associate Professor of Management and Marketing

INTRODUCTION

The School of Business offers Bachelor of Science Degrees in Accounting, Business Administration, and Information Systems Management. Concentrations within the Business Administration degree include: Management, Finance, Business, and Marketing.

School of Business Degree recipients are not required to select a minor field of study, but may do so. Students must consult the Catalog or their advisor when selecting a minor. BSBA 2200 - Economics cannot be substituted for Principles of Macroeconomics (BSBA 2211) in meeting the School's major requirements.

Courses offered by the School of Business may be found under the headings of Accounting, Business, Economics, Finance, (Business) Information Systems Management, Management and Marketing. All courses may not be offered each semester; therefore, students are urged to consult with their advisor in course scheduling. Course rotation schedules are available in the Business School office, as well as on its website.

ACCOUNTING

The accounting curriculum has been designed to offer an integrated educational experience in the sub-disciplines of financial accounting, managerial accounting, taxation, information systems, and auditing. The accounting degree provides students with traditional technical accounting skills, as well as expanded skills in analytical reasoning, problem solving, use of technology, and oral and written communication. Students are prepared to succeed in careers with public accounting firms, corporations, and non-profit organizations.

Individuals applying for licensure in West Virginia must have completed a total of 150 semester hours of post-secondary education and have received a bachelor's degree or higher from a college or university recognized by the West Virginia State Board of Accountancy. The total education program shall include an accounting concentration and business courses defined by the WV SBOA. The 150 credit hour program is available through the School of Business. Students wishing to become licensed Certified Public Accountants should meet with their advisor early in the program to structure course work in compliance with the WV SBOA requirements.

BACHELOR OF SCIENCE IN

ACCOUNTING 120 SEM. HRS.
Business Core..... 45 SEM. HRS.
Accounting Curriculum (see below)..... 36 SEM. HRS.
General Studies Requirements (see below) 33 SEM. HRS.
Free Electives..... 6 SEM. HRS.

- Business Core..... 45 SEM. HRS.

BSBA	2201	PRINCIPLES OF ACCOUNTING I.....	3
BSBA	2202	PRINCIPLES OF ACCOUNTING II.....	3
BISM	2200	BUSINESS INFORMATION TOOLS	3
BISM	2800	CORPORATE COMMUNICATIONS AND TECHNOLOGY..	3
BISM	3200	MANAGEMENT INFORMATION SYSTEMS.....	3
BSBA	3306	BUSINESS LAW I	3
BSBA	3310	BUSINESS AND ECONOMIC STATISTICS	3
BSBA	3320	INTERNATIONAL BUSINESS	3
BSBA	4415	STRATEGIC MANAGEMENT AND POLICY	3
BSBA	4420	BUSINESS ETHICS AND CORPORATE ACCOUNTABILITY	3
BSBA	2211	PRINCIPLES OF MACROECONOMICS	3
BSBA	2212	PRINCIPLES OF MICROECONOMICS	3
BSBA	2221	INTRODUCTION TO FINANCIAL MANAGEMENT	3
BSBA	2209	PRINCIPLES OF MANAGEMENT	3
BSBA	2204	PRINCIPLES OF MARKETING	3
MATH*	1112	COLLEGE ALGEBRA (OR HIGHER MATH) GENERAL STUDIES	

* Students planning to enter a graduate program in business are strongly encouraged to take MATH 1190 (Calculus I) in lieu of MATH 1112. MATH 1112 also fulfills a general studies requirement.

- Accounting Curriculum 36 SEM. HRS.

Required Courses (36 hrs.)

ACCT	3301	INTERMEDIATE ACCOUNTING I	3
ACCT	3302	INTERMEDIATE ACCOUNTING II	3
ACCT	3325	INTERMEDIATE ACCOUNTING III	3
ACCT	3330	ADVANCED ACCOUNTING I.....	3
ACCT	3331	ADVANCED ACCOUNTING II.....	3
ACCT	3350	ACCOUNTING INFORMATION SYSTEMS	3
ACCT	4404	COST ACCOUNTING.....	3
ACCT	4405	AUDITING	3
ACCT	4406	FEDERAL INCOME TAX ACCOUNTING: INDIVIDUAL.....	3
ACCT	4407	FEDERAL INCOME TAX ACCOUNTING: PARTNERSHIP AND CORPORATION	3
ACCT	4410	CASE STUDIES IN ACCOUNTING	3
BSBA	3307	BUSINESS LAW II	3

- General Studies Requirements:

Attribute 1 – Critical Analysis:	
BISM 2200 (Satisfied in Business Core)	X
Attribute 2 – Quantitative Literacy:	
MATH 1112 or higher in Attribute 2 (required by major)	3
Attribute 3 – Written Communication:	
ENGL 1101	3
Attribute 4 – Teamwork:	
BSBA 2209 (Satisfied in Business Core)	X
Attribute 5 – Information Literacy:	
ENGL 1102	3
Attribute 6 – Technology Literacy:	
BISM 1200	3
Attribute 7 – Oral Communication:	
COMM 2202 (preferred) or 2200 or 2201	3
Attribute 8 – Citizenship:	
ANY COURSE LISTED IN ATTRIBUTE 8	3
Attribute 9 – Ethics:	
BSBA 4420 (Satisfied in Business Core)	X

Attribute 10– Health:
 ANY COURSE LISTED IN ATTRIBUTE 102
 Attribute 11– Interdisciplinary:
 ANY COURSE LISTED IN ATTRIBUTE 113
 Attribute 12 – Arts:
 ANY COURSE LISTED IN ATTRIBUTE 123
 Attribute 13 – Humanities:
 ANY COURSE LISTED IN ATTRIBUTE 133
 Attribute 14 – Social Sciences:
 BSBA 2211 (Satisfied in Business Core)X
 Attribute 15 - Natural Science:
 ANY COURSE LISTED IN ATTRIBUTE 154
 Attribute 16 – Cultural Awareness:
 BSBA 3320 (Satisfied in Business Core)X
 Additional General Studies Hours:
 BISM 2800 – Writing Intensive CourseX

BUSINESS ADMINISTRATION

The Bachelors of Science in Business Administration degree provides the graduate with skills and knowledge for employment in a wide variety of contemporary organizations and/or for further study in their field of concentration. Students may choose an area of concentration from Finance, Business, Management, or Marketing

In addition to their concentration curricula, Business Administration students must complete the business core which provides students with knowledge across several functional areas.

Students augment their Business Administration curriculum through completion of the general studies outcomes by taking courses approved to meet each of the attributes. Though several business core courses enable a student to also meet some of the attributes, students may choose courses of interest to them in completing the remaining attributes.

• Business Core..... 45 SEM. HRS.

BSBA 2201 PRINCIPLES OF ACCOUNTING I.....3
 BSBA 2202 PRINCIPLES OF ACCOUNTING II.....3
 BISM 2200 BUSINESS INFORMATION TOOLS3
 BISM 2800 CORPORATE COMMUNICATIONS AND TECHNOLOGY...3
 BISM 3200 MANAGEMENT INFORMATION SYSTEMS.....3
 BSBA 3306 BUSINESS LAW I3
 BSBA 3310 BUSINESS AND ECONOMIC STATISTICS3
 BSBA 3320 INTERNATIONAL BUSINESS3
 BSBA 4415 STRATEGIC MANAGEMENT AND POLICY3
 BSBA 4420 BUSINESS ETHICS AND CORPORATE ACCOUNTABILITY3
 BSBA 2211 PRINCIPLES OF MACROECONOMICS3
 BSBA 2212 PRINCIPLES OF MICROECONOMICS3
 BSBA 2221 INTRODUCTION TO FINANCIAL MANAGEMENT3
 BSBA 2209 PRINCIPLES OF MANAGEMENT3
 BSBA 2204 PRINCIPLES OF MARKETING.....3
 MATH* 1112 COLLEGE ALGEBRA (OR HIGHER MATH) GENERAL STUDIES

* Students planning to enter a graduate program in business are strongly encouraged to take MATH 1190 (Calculus I) in lieu of MATH 1112. MATH 1112 also fulfills a general studies requirement.

• General Studies Requirements:

Attribute 1 – Critical Analysis:
 BISM 2200 (Satisfied in Business Core)X
 Attribute 2 – Quantitative Literacy:
 MATH 1112 or higher in Attribute 2 (required by major)3
 Attribute 3 – Written Communication:
 ENGL 11013
 Attribute 4 – Teamwork:
 BSBA 2209 (Satisfied in Business Core)X
 Attribute 5 – Information Literacy:
 ENGL 11023
 Attribute 6 – Technology Literacy:
 BISM 12003
 Attribute 7 – Oral Communication:
 COMM 2202 (preferred) or 2200 or 22013
 Attribute 8 – Citizenship:
 ANY COURSE LISTED IN ATTRIBUTE 83
 Attribute 9 – Ethics:
 BSBA 4420 (Satisfied in Business Core) X
 Attribute 10– Health:
 ANY COURSE LISTED IN ATTRIBUTE 102
 Attribute 11– Interdisciplinary:
 ANY COURSE LISTED IN ATTRIBUTE 113
 Attribute 12 – Arts:
 ANY COURSE LISTED IN ATTRIBUTE 123
 Attribute 13 – Humanities:
 ANY COURSE LISTED IN ATTRIBUTE 133
 Attribute 14 – Social Sciences:
 BSBA 2211 (Satisfied in Business Core)X
 Attribute 15 - Natural Science:
 ANY COURSE LISTED IN ATTRIBUTE 154
 Attribute 16 – Cultural Awareness:
 BSBA 3320 (Satisfied in Business Core)X
 Additional General Studies Hours:
 BISM 2800 – Writing Intensive CourseX

FINANCE

The Finance curriculum is designed to prepare students for a career path in the financial services industries, as well as for careers in corporate finance functions. Students are exposed to the concepts of financial analysis and financial decision making and their application. Students completing the B.S. in Business Administration degree with a concentration in finance will be able to compete with graduates of most colleges and universities for positions as account managers, bankers, credit directors, equity traders, sales managers, risk managers and financial managers.

BACHELOR OF SCIENCE IN BUSINESS

ADMINISTRATION: FINANCE 120 SEM. HRS.
 Business Core..... 45 SEM. HRS.
 Finance Curriculum (see below)..... 21 SEM. HRS.
 General Studies Requirements 33 SEM. HRS.
 Free Electives..... 21 SEM. HRS.

• Finance Curriculum 21 SEM. HRS.

Required Courses (21 hrs.)

BSBA 3307 BUSINESS LAW II3
 FINC 3307 PERSONAL FINANCE3
 FINC 3350 INVESTMENTS.....3
 FINC 3384 BANK MANAGEMENT.....3
 FINC 3385 ANALYZING FINANCIAL STATEMENTS3
 FINC 4410 MANAGERIAL FINANCE.....3
 FINC 4412 PC APPLICATIONS FOR MANAGERIAL FINANCE.....3

BUSINESS

The Business concentration is designed to give students a fundamental understanding of the substance and context of business in a world that is continually changing. Students are exposed to a diversified background in the various disciplines necessary for achieving success in the business arena. This concentration is flexible so that students may tailor their programs to particular interests. It gives students a fundamental understanding of the substance and context of business in a highly competitive and dynamic environment. Graduates are prepared to secure positions in insurance companies, banks, retail businesses, personnel and human resource departments, government services, and/or manage their own businesses.

BACHELOR OF SCIENCE IN BUSINESS

ADMINISTRATION: BUSINESS

(General emphasis)	120 SEM. HRS.
Business Core	45 SEM. HRS.
General Curriculum (see below)	18 SEM. HRS.
General Studies Requirements	33 SEM. HRS.
Free Electives	24 SEM. HRS.

- General Curriculum..... 18 SEM. HRS.

This emphasis is flexible so that students may tailor their programs to their particular interests. With guidance from a faculty advisor and approval by the Dean of the Business School, students will determine a program of 18 credit hours of 3000 or 4000 level business courses that will fulfill their needs and objectives.

MINOR IN BUSINESS	21 SEM. HRS.
This minor is available to NON-BUSINESS majors only.	

Required Courses

BSBA 2201	PRINCIPLES OF ACCOUNTING I.....	3
BSBA 3306	BUSINESS LAW I	3
BSBA 2200	ECONOMICS	3
BSBA 2221	INTRODUCTION TO FINANCIAL MANAGEMENT.....	3
BSBA 2209	PRINCIPLES OF MANAGEMENT	3
BSBA 2204	PRINCIPLES OF MARKETING.....	3
MGMT 3350	SMALL BUSINESS MANAGEMENT	3

MANAGEMENT

The B.S. in Business Administration management concentration fosters the notion that every organization needs a leader, who is competent and able to make effective decisions concerning organizational resources, goals, and plans. This program is intended to give students the skills necessary to design, operate, and control business systems and procedures. Coursework is geared toward building student understanding of the social, legal, environmental, technological, organizational and international context within which American businesses operate. The numerous management electives allow students to emphasize human resource or business management.

Graduates typically enter an organization in various capacities and eventually move up to middle and top

management positions with increasing responsibility. Some of the industries which typically hire graduates with a concentration in management include agriculture, forestry, mining and construction industries, manufacturing industries, transportation, communications and utilities, wholesale and retail trade businesses, state, local and federal governmental units.

BACHELOR OF SCIENCE IN BUSINESS

ADMINISTRATION: MANAGEMENT	120 SEM. HRS.
Business Core.....	45 SEM. HRS.
Management Curriculum (see below).....	21 SEM. HRS.
General Studies Requirements	33 SEM. HRS.
Free Electives.....	21 SEM. HRS.

- Management Curriculum..... 21 SEM. HRS.

Required Courses (15 hrs.)

MGMT 3308	HUMAN RESOURCE MANAGEMENT.....	3
MGMT 3390	ORGANIZATIONAL BEHAVIOR	3
MGMT 4400	ORGANIZATIONAL THEORY AND DESIGN.....	3
MGMT 4402	ORGANIZATIONAL CHANGE & DEVELOPMENT	3
MGMT 4405	OPERATIONS MANAGEMENT	3

Electives (6 hrs.)

Select 6 hours from the following list:

BSBA 2299	SPECIAL TOPICS	
BSBA 3399	SPECIAL TOPICS	
BSBA 3307	BUSINESS LAW II	3
BSBA 4401	MANAGERIAL ECONOMICS	
MGMT 3350	SMALL BUSINESS MANAGEMENT	
MGMT 3371	EMPLOYEE RELATIONS	3
MGMT 3372	HR SELECTION AND EVALUATION.....	3
MGMT 3500	PROJECT MANAGEMENT	
MKTG 3305	SUPPLY CHAIN MANAGEMENT	3

MARKETING

The Marketing program is designed to develop graduates who possess a strong foundation for many career choices, by offering courses in marketing management, advertising, salesmanship, marketing research, consumer behavior, and supply chain management and new product decisions. The program integrates the marketing training with other relevant disciplines (accounting, management, finance, and economics) to assure that students have the combination of skills that meet management requirements for today's marketing activities. Students completing the B.S. in Business Administration with a concentration in marketing will be able to compete with graduates of most colleges and universities for positions as account supervisors, creative directors, advertising and sales managers, circulation managers, fundraising consultants, marketing directors, marketing program managers, brand managers and product managers.

BACHELOR OF SCIENCE IN BUSINESS

ADMINISTRATION: MARKETING	120 SEM. HRS.
Business Core.....	45 SEM. HRS.
Marketing Curriculum (see below).....	18 SEM. HRS.
General Studies Requirements	33 SEM. HRS.
Free Electives.....	24 SEM. HRS.

- Marketing Curriculum 18 SEM. HRS.

Required Courses (6 hrs)

MKTG 3340	MARKETING RESEARCH	3
MKTG 4450	MARKETING MANAGEMENT.....	3

Electives (12 hrs.)

(Select 12 out of 16 hours)

MKTG 3400	SALESMANSHIP & SALES MANAGEMENT	3
MKTG 3305	SUPPLY CHAIN MANAGEMENT	3
MKTG 3310	CONSUMER BEHAVIOR.....	3
MKTG 3320	ADVERTISING AND SALES PROMOTION.....	3
MKTG 3500	NEW PRODUCT DECISIONS.....	3

INFORMATION SYSTEMS MANAGEMENT

The Information Systems Management degree provides an academic program that balances business management principles and the tools and technologies of computerized information systems. The areas of study include the functional areas of business, computer hardware and operating systems, network architecture and management, programming concepts, database management techniques, e-commerce and web development strategy, systems analysis and design, and project management.

Students completing the B.S. in Information Systems Management degree will be able to compete for positions related to Information Systems (IS), Information Technology (IT), and Business. Specific job titles may include: IS and IT consultants, information systems managers, database and software consultants, logistics managers, system or project managers, and network support services.

BACHELOR OF SCIENCE IN INFORMATION

SYSTEMS MANAGEMENT	120 SEM. HRS.
Information Systems Management Curriculum (see below)	63 SEM. HRS.
General Studies Requirements.....	42 SEM. HRS.
Free Electives.....	18 SEM. HRS.

- Information Systems Management Curriculum..... 63 SEM. HRS.

Required Courses (63 hrs.)

BSBA 2201	PRINCIPLES OF ACCOUNTING I.....	3
BSBA 2202	PRINCIPLES OF ACCOUNTING II.....	3
BISM 2200	BUSINESS INFORMATION TOOLS	3
BISM 2400	OPERATING SYSTEMS CONCEPTS.....	3
BISM 2600	INTRODUCTION TO NETWORKING ADMINISTRATION ..	3
BISM 2800	CORPORATE COMMUNICATIONS AND TECHNOLOGY..	3
BISM 3000	BUSINESS PROGRAMMING LOGIC	3
BISM 3200	MANAGEMENT INFORMATION SYSTEMS.....	3
BISM 3400	DATABASE DESIGN AND DEVELOPMENT.....	3
BISM 3600	E-COMMERCE AND WEB DEVELOPMENT STRATEGY....	3
BISM 3800	OBJECT-ORIENTED BUSINESS APPLICATIONS	3
BISM 4200	SYSTEMS ANALYSIS AND DESIGN	3

BISM 4800	INFORMATION SYSTEMS PROJECT MANAGEMENT.....	3
BSBA 4420	BUSINESS ETHICS & CORPORATE ACCOUNTABILITY	3
BSBA 3306	BUSINESS LAW I	3
BSBA 3310	BUSINESS AND ECONOMICS STATISTICS	3
BSBA 2211	PRINCIPLES OF MACROECONOMICS	3
	GENERAL STUDIES	
BSBA 2212	PRINCIPLES OF MICROECONOMICS	3
BSBA 2221	INTRODUCTION TO FINANCIAL MANAGEMENT	3
BSBA 2204	PRINCIPLES OF MARKETING.....	3
BSBA 2209	PRINCIPLES OF MANAGEMENT	3
MGMT 3500	PROJECT MANAGEMENT	
MATH 1112	COLLEGE ALGEBRA (OR HIGHER MATH)	
	GENERAL STUDIES	

- General Studies Requirements:

Attribute 1 – Critical Analysis:

BISM 2200 (Satisfied in Major Courses).....X

Attribute 2 – Quantitative Literacy:

MATH 1112 or higher in Attribute 2 (required by major)

Attribute 3 – Written Communication:

ENGL 1101

Attribute 4 – Teamwork:

BSBA 2209 (Satisfied in Major Courses)

Attribute 5 – Information Literacy:

ENGL 1102

Attribute 6 – Technology Literacy:

BISM 1200

Attribute 7 – Oral Communication:

COMM 2202 (preferred) or 2200 or 2201

Attribute 8 – Citizenship:

ANY COURSE LISTED IN ATTRIBUTE 8

Attribute 9 – Ethics:

BSBA 4420 (Satisfied in Major Courses)

Attribute 10– Health:

ANY COURSE LISTED IN ATTRIBUTE 10

Attribute 11– Interdisciplinary:

ANY COURSE LISTED IN ATTRIBUTE 11

Attribute 12 – Arts:

ANY COURSE LISTED IN ATTRIBUTE 12

Attribute 13 – Humanities:

ANY COURSE LISTED IN ATTRIBUTE 13

Attribute 14 – Social Sciences:

BSBA 2211 (required by major)

Attribute 15 - Natural Science:

ANY COURSE LISTED IN ATTRIBUTE 15

Attribute 16 – Cultural Awareness:

ANY COURSE LISTED IN ATTRIBUTE 16

Additional General Studies Hours:

BISM 2800 – Writing Intensive Course