Program of Study

School of Business

Dr. Richard Harvey, Dean
111A Jaynes Hall / (304) 367-4261
FAX: (304) 367-4613
Richard.Harvey@fairmontstate.edu

FACULTY

BLANKENSHIP, JOSEPH (2008)
Coordinator, School of Business IBM Program
Associate Professor of Information Systems Management
Graduate Faculty

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

ENGBRETSON, JEAN CPA (2008)
Professor of Accounting

FANTASIA, GINA (2011)
Director, University Business Center
Graduate Faculty

FISHER, MARCUS (2015)
Temporary Assistant Professor of Information Technology

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

GAILEY, EDWARD (2007)
MBA Program Director
Associate Professor of Business Administration
Graduate Faculty

GIORCELLI, REBECCA (2005)
Assessment Coordinator for the 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

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)
Associate Dean of the School of Business
Professor of Business
Graduate Faculty
SURENDRAN, SUNIL (1994)
Professor of Marketing and Management
Graduate Faculty

TASKER, ASHLEY (2014)
Business Learning Coordinator

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, General 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 WVSBOA. 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 WVSBOA 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 |
| BSBA 3307 | CASE STUDIES IN ACCOUNTING ...................... 3 |
| BSBA 2200 | (Satisfied in Business Core) ........................... X |

- General Studies Requirements:

  Attribute IA – Critical Analysis:
  BISM 2200 (Satisfied in Business Core) .......................... X
  Attribute IB – Quantitative Literacy:
  MATH 1112 or higher in IB (required by major) ............. 3
  Attribute IC – Written Communication:
  ENGL 1104 ......................................................... 3
  Attribute ID – Teamwork:
  BSBA 2209 (Satisfied in Business Core) ....................... X
  Attribute IE – Information Literacy:
  ENGL 1108 ......................................................... 3
  Attribute IF – Technology Literacy:
  BISM 1200 ......................................................... 3
  Attribute IG – Oral Communication:
  COMM 2202 (preferred) or 2200 or 2201 ....................... 3
  Attribute III – Citizenship:
  ANY COURSE LISTED IN ATTRIBUTE III ..................... 3
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, General Business, Management, Marketing or Sport Management.

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.

- General Studies Requirements:

<table>
<thead>
<tr>
<th>Attribute IA – Critical Analysis:</th>
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<tr>
<td>Attribute IB – Quantitative Literacy:</td>
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<td>MATH 1112 or higher in IB (required by major)</td>
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<td>Attribute IC – Written Communication:</td>
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<tr>
<td>Attribute ID – Teamwork:</td>
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<td>BSBA 2209 (Satisfied in Business Core)</td>
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<td>Attribute IE – Information Literacy:</td>
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<td>ENGL 1108</td>
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<td>Attribute IF – Technology Literacy:</td>
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<td>BISM 1200</td>
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<td>Attribute IG – Oral Communication:</td>
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<td>COMM 2202 (preferred) or 2200 or 2201</td>
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<td>Attribute II – Citizenship:</td>
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<td>ANY COURSE LISTED IN ATTRIBUTE III</td>
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<td>Attribute IV – Ethics:</td>
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<td>BSBA 4420 (Satisfied in Business Core)</td>
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<td>Attribute V – Health:</td>
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<td>ANY COURSE LISTED IN ATTRIBUTE V</td>
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<td>Attribute VI – Interdisciplinary:</td>
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<td>ANY COURSE LISTED IN ATTRIBUTE VI</td>
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<td>Attribute VIIA – Arts:</td>
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<td>ANY COURSE LISTED IN ATTRIBUTE VIIA</td>
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<td>Attribute VIIIB – Humanities:</td>
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<td>ANY COURSE LISTED IN ATTRIBUTE VIIIB</td>
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<td>Attribute VIIIC – Social Sciences:</td>
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<td>ANY COURSE LISTED IN ATTRIBUTE VIIIC</td>
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<td>Attribute VIDA – Natural Science:</td>
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<td>ANY COURSE LISTED IN ATTRIBUTE VIDA</td>
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<td>Attribute VIID – Cultural Awareness:</td>
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<td>ANY COURSE LISTED IN ATTRIBUTE VIID</td>
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<td>Attribute VIIE – Information Literacy:</td>
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<tr>
<td>ANY COURSE LISTED IN ATTRIBUTE VIIE</td>
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<tr>
<td>Attribute VIIF – Technology Literacy:</td>
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<tr>
<td>ANY COURSE LISTED IN ATTRIBUTE VIIF</td>
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<tr>
<td>Attribute VIIIA – Arts:</td>
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<tr>
<td>ANY COURSE LISTED IN ATTRIBUTE VIIIA</td>
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<tr>
<td>Attribute VIIIB – Humanities:</td>
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<td>ANY COURSE LISTED IN ATTRIBUTE VIIIB</td>
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<td>Attribute VIIIC – Social Sciences:</td>
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<td>ANY COURSE LISTED IN ATTRIBUTE VIIIC</td>
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<td>Attribute VIIID – Natural Science:</td>
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<td>ANY COURSE LISTED IN ATTRIBUTE VIIID</td>
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<td>Attribute VIIIE – Cultural Awareness:</td>
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<td>ANY COURSE LISTED IN ATTRIBUTE VIIIE</td>
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<td>Additional General Studies Hours:</td>
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<td>BISM 2800 – Writing Intensive Course</td>
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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.

Free Electives............................................33 SEM. HRS.

- Finance Curriculum............................................21 SEM. HRS.

Required Courses (21 hrs.)

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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<tbody>
<tr>
<td>BSBA 3307 BUSINESS LAW II</td>
<td>3</td>
</tr>
<tr>
<td>FINC 3307 PERSONAL FINANCE</td>
<td>3</td>
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<tr>
<td>FINC 3350 INVESTMENTS</td>
<td>3</td>
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<tr>
<td>FINC 3384 BANK MANAGEMENT</td>
<td>3</td>
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<tr>
<td>FINC 3385 ANALYZING FINANCIAL STATEMENTS</td>
<td>3</td>
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<tr>
<td>FINC 4410 MANAGERIAL FINANCE</td>
<td>3</td>
</tr>
<tr>
<td>FINC 4412 PC APPLICATIONS FOR MANAGERIAL FINANCE</td>
<td>3</td>
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</tbody>
</table>
GENERAL BUSINESS

The General 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: GENERAL 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 .............................................. 15 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 4000 GLOBAL, ECONOMIC, ETHICAL, AND SOCIAL IS ........ 3
BISM 4200 SYSTEMS ANALYSIS AND DESIGN .......... 3
BISM 4400 CURRENT TOPICS IN INFORMATION SYSTEMS .... 3
BISM 4800 INFORMATION SYSTEMS PROJECT MANAGEMENT .......... 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
MATH 1112 COLLEGE ALGEBRA (OR HIGHER MATH)

FREE ELECTIVES

• General Studies Requirements:

Attribute IA – Critical Analysis:
BISM 2200 (Satisfied in Major Courses) .......... X

Attribute IB – Quantitative Literacy:
MATH 1112 or higher in IB (required by major) ........ 3

Attribute IC – Written Communication:
ENGL 1104 ........................................ 3

Attribute ID – Teamwork:
BSBA 2209 (Satisfied in Major Courses) .......... X

Attribute IE – Information Literacy:
ENGL 1108 ........................................ 3

Attribute IF – Technology Literacy:
BISM 1200 ............................................. 3

Attribute IG – Oral Communication:
COMM 2202 (preferred) or 2200 or 2201 .......... 3

Attribute III – Citizenship:
ANY COURSE LISTED IN ATTRIBUTE III ........ 3

Attribute IV – Ethics:
ANY COURSE LISTED IN ATTRIBUTE IV .......... 3

Attribute V – Health:
ANY COURSE LISTED IN ATTRIBUTE V .......... 2

Attribute VI – Interdisciplinary:
ANY COURSE LISTED IN ATTRIBUTE VI ........ 3

Attribute VI A – Arts:
ANY COURSE LISTED IN ATTRIBUTE VI A .......... 3

Attribute VI B – Humanities:
ANY COURSE LISTED IN ATTRIBUTE VI B .......... 3

Attribute VI C – Social Sciences:
BSBA 2211 (required by major) ............. 3

Attribute VI D – Natural Science:
ANY COURSE LISTED IN ATTRIBUTE VI D .......... 4

Additional General Studies Hours:
BISM 2800 – Writing Intensive Course ............ X