College of Business and Economics

Degrees Offered

Bachelor of Science in Business Administration
  • Accounting
  • Finance
  • General Business
  • Hospitality and Tourism Management
  • Management
  • Management Information Systems
  • Marketing

Bachelor of Science
  • Economics

Area of Emphasis (AoE) in Entrepreneurship

The College offers an AoE in Entrepreneurship to all majors in the College. Requirements for the AoE are described in more detail in the Management section of the catalog.

Historical Background

The College of Business and Economics was founded in November of 1951 and graduated its first class in the spring of 1953. Since that time, the College has become one of the largest colleges at West Virginia University. In 1954, the College became fully accredited by The Association to Advance Collegiate Schools of Business (AACSB) International, the highest level of business accreditation.

The College of Business and Economics building is located on the site of old Mountaineer Stadium on the downtown campus adjacent to historic Woodburn Hall. The four-story facility houses modern classrooms, including two high technology distance-learning classrooms, two auditoriums, state-of-the-art computer laboratories, and space for the College’s research and service centers.

Mission

Through practical and theoretical research and the dissemination and implementation of knowledge, the College of Business and Economics equips its constituencies with the business tools necessary to lead in the global economy. The College practices honesty, openness, fairness, and integrity in a student-centered environment. While global in our scope, the College has a special responsibility to lead and support the citizens of West Virginia.

Vision

The College of Business and Economics seeks to build on its strength as a leading regional school of business and to become nationally recognized in overall quality/reputation and in research.

Goals

• Foster and advance the reputation of the College and its programs
• Recruit, retain, and graduate high-quality students
• Recruit and retain top-notch faculty and staff devoted to the land grant mission of the University and College
• Continually enhance the educational environment for student learning
• Promote discovery and exchange of knowledge and ideas
• Improve West Virginia’s economic health and quality of life

Values

• Excellence: By seeking to innovate and continuously improve so that we achieve outstanding performance in teaching, research, and service.
• Knowledge: By striving for the highest level of intellectual development and scholarship, we seek to create an environment supportive of research and teaching, thereby enhancing learning.
• Integrity: By being honest, fair, and acting with the highest level of ethics in all that we do, we seek to maintain the highest standards and serve as role models for integrity.
• Respect: By valuing individual differences and international/cultural diversity and by encouraging respectful discourse and the exchange of ideas, we seek to achieve the highest level of relationships grounded in individual respect.
• Stewardship: By being responsible for those resources entrusted to us and willingly being held accountable for those resources, we will be good stewards.
• Service to Others: By providing service through our scholarship, outreach, consulting, and volunteer work, we seek to serve our profession, the University, the citizens of West Virginia, and society.
• Faculty Governance/Academic Freedom: By fostering an open, transparent decision making climate and a participatory decision-making environment, we will fully participate in the governance of the University and accept the responsibility for guiding the scholarly pursuits of the College.
• Entrepreneurship: By encouraging enthusiasm and innovation, we seek to be creative and entrepreneurial in our teaching, research, and service.

Statement of Quality
The faculty, staff, administrators, and student employees of the College of Business and Economics are committed to being responsive, sensitive, and understanding to the needs of the students and to the needs of each other. Our conduct shall be positive, professional, and supportive to all.

Accreditation
Business programs in the College of Business and Economics are accredited by The Association to Advance Collegiate Schools of Business (AACSB) International at the undergraduate and graduate levels. AACSB International accreditation assures students and prospective employers that our programs adhere to the highest standards of excellence in worldwide recognized business programs. The College has maintained full accreditation in the AACSB International since 1954.

Honor Societies
• Beta Gamma Sigma Honorary for Bachelor of Science in Business Administration candidates of all majors.
• Beta Alpha Psi for accounting majors.

Technology
The array of technology available to students in the College of Business and Economics is impressive. Through coursework, students develop skills with technology and its application to business. Business students have access to standard and specialized business software, e-mail, and Internet services through two computer labs in the Business and Economics building.

Students use the latest word processing, spreadsheet, database, and presentation software. Each student is encouraged to purchase a personal computer; special purchase plans are available through the WVU Technology Service Center. A wireless network provides Internet access from anywhere in the Business and Economics building to students with properly equipped laptop computers. In addition, all general-purpose classrooms have multimedia presentation capabilities, and the building houses two fully equipped distance-learning sites.

Careers
Students pursuing the degree of Bachelor of Science in Business Administration or Bachelor of Science in Economics may declare an academic major during the first semester of their sophomore year. Career opportunities for each major are indicated in the description of the major in later sections. All majors emphasize scholarly and professional education rather than training for a first position.

Student Organizations
• Accounting Club
• Alpha Kappa Psi
• Beta Alpha Psi
• Beta Gamma Sigma
• Business Ethics Club
• Delta Sigma Pi
• Economics Club
• Entrepreneurship Club
• Finance and Investment Club
• International Business Club
• MIS Association
• SHRM Club
• Marketing Club
Definition of Good Academic Standing

To remain in good academic standing with the College of Business and Economics a student must possess a minimum overall GPA of 2.0 and demonstrate progress toward completion of ten prerequisite courses required for matriculation to an academic major. The prerequisite courses include:

A minimum grade of C is normally required in each of the prerequisite courses; however, some academic majors require heightened grade requirements in the prerequisite courses. Please see detailed information on prerequisite courses in the academic major sections that follow.

Students normally apply for admission to an academic major at the beginning of the first semester of the sophomore year. Although a minimum overall GPA of 2.5 is required for admission consideration, some academic majors require a more competitive overall GPA. At the beginning of the first semester sophomore year or at the beginning of the semester in which the student intends to complete the prerequisite courses, an application for admission must be submitted by the student. Applications are to be submitted electronically by accessing the College’s website at www.be.wvu.edu. Students will be required to select alternative choices of academic majors on the application. Because demand for some academic majors is considerably higher than others and because of resource limitations, a student may be offered admission to an alternative chosen major.

This publication was produced well in advance of the start of the academic year; therefore, students are advised to review current academic program requirements on the College’s website.

Prerequisites for Non-Business and Economics Students

To enroll in any upper-division, undergraduate business course, excluding Business Administration (BUSA) and Entrepreneurship (ENTR) courses, non-business and economics undergraduate students must possess the overall GPA of at least 2.5 and have completed the prerequisite courses required for admission to the respective academic major. Accommodations will be granted after all declared majors have registered for the respective semester.

Recommended Business Courses for Non-Business and Economics Students

Students not intending to pursue a degree in the College of Business and Economics may earn a Minor in Business Administration by completing the following courses and meeting the requirements as stated below.

- and are offered in fall and summer only.
- and are offered in spring and summer only.
- No substitutions are permitted for the above courses.
- To qualify for the Minor in Business Administration, a student must have earned a minimum grade of C in each course.
- The minor is not available to any student seeking a Bachelor of Science degree in the College of Business and Economics.

Classes Taken at Other Institutions

Business and economics majors may petition the College to complete upper-division business administration coursework out of residence, provided the courses are completed at other AACSB-accredited institutions. Courses must be approved by the dean or designee of the College before registering at another institution. Ordinarily, required business courses must be taken at WVU.

Maximum and Minimum Load

A minimum of twelve hours in a semester is required for full-time status in the College of Business and Economics. The maximum load is nineteen hours. Exceptions to the minimum or maximum load require approval of the student’s academic advisor before registration. Students seeking to withdraw from individual courses must seek approval from their academic advisor whenever the remaining load falls below the required minimum, even though all other conditions supporting the request for the individual course withdrawal may be in order.

Undergraduate Advising

Eligible students are admitted into the College of Business and Economics through the Office of Undergraduate Programs and Advising, Room 358, Business and Economics Building. The telephone number is (304) 293-4959. Professional academic advisors assist students with academic planning and career counseling. Course registration and graduation certification are also administered by this office. Any student in the College in need of academic advising may make an appointment with an advisor upon request.

REGULATIONS AFFECTING DEGREE COMPLETION

Consistent with University requirements, a student has seven years from the first semester in the major to complete the requirements. After seven years, the student will have to meet the requirements of a later catalog that is no more than seven years old when the student completes his or her studies. With the consent of the student’s advisor and dean, a student may choose to meet the conditions published in a later catalog.

Transfer or returning students who have upper-division business or economics coursework completed more than seven years prior must have that coursework evaluated by the College before the credit may apply to a bachelor of science degree awarded by the College.
Regarding pass-fail courses and grading, University regulations limit full-time students with a 2.0 GPA or higher to a maximum of four semester hours each term. Courses taken for pass-fail grading must be unrestricted (free) electives and cannot exceed a total of sixteen hours of credit. The College permits pass-fail grading in business and economics courses only in unrestricted (free) electives.

Students are permitted to apply a maximum of six semester hours of Professional Field Experience (491) toward a business administration or economics degree. Some academic departments prohibit or limit the use of Professional Field Experience towards requirements in the major. Students should consult an academic advisor to ascertain how Professional Field Experience applies to a respective degree program.

A maximum of three semester hours of teaching practicum (490) in a discipline may be counted toward unrestricted (free) electives in a bachelor’s degree program.

**Multiple and Concurrent Bachelor’s Degrees**

If a student seeks to earn two bachelor’s degrees simultaneously, and one of the two is the bachelor of science in business administration or the bachelor of science in economics, the student must meet all requirements leading to the undergraduate degree offered by the College of Business and Economics.

The student must complete all University GEC requirements, all College of Business and Economics core requirements, and must satisfy the course requirements of one of the College’s curricula. (See Requirements for Degrees.) Students seeking to earn a Bachelor of Science in Business Administration or Bachelor of Science in Economics and another bachelor’s degree simultaneously must earn a minimum of 150 hours, including thirty hours of upper-division course work as a resident of the College of Business and Economics.

**International Opportunities**

The College of Business and Economics offers students opportunities to provide an international dimension to their B.S. degree studies by participating in programs that include travel to China, the Czech Republic, Poland, or Italy.

The China program, coordinated by the College’s Center for Chinese Business, offers a six-credit-hour program in international business with classes taught by WVU faculty on location in China. Attending the classes also will be Chinese executives who provide a rich perspective on their own country. The program includes corporate visits to American and Chinese companies as well as sightseeing trips to Tiananmen Square, the Great Wall, and the Forbidden City. Besides tuition, students pay a fee to cover their airfare, accommodations, some meals, and other expenses.

The Czech Republic and Poland programs, which alternate each spring semester, are faculty-led and are coordinated by the Department of Economics. Travel to either the Czech Republic or Poland during the spring semester recess is part of a course on the transitional economies of Europe. Students spend ten days in cities in the Czech Republic or Poland and hear lectures from university faculty about the country’s economic and social history and the current economic situation. There are several field trips planned. Sightseeing activities are included. Besides tuition, students pay a fee to cover their airfare, accommodations, most meals, and other expenses.

The Italy program is somewhat different. WVU participates in a consortium along with thirty-four schools for the purpose of providing international study opportunities for their students. The consortium’s classes are held on a campus in Paderno del Grappa, Italy. Paderno is in northern Italy about thirty miles northwest of Venice. Students have the opportunity to attend either for a full semester or for a summer session. All classes are taught in English by faculty from the consortium universities with the students also being from the consortium member schools. Students who attend have the opportunity to take upper-division business, language, culture, and other specialized classes. Students pay tuition and fees as well as room and board to the consortium. The contact person for the Italy program is the College’s coordinator of international studies.

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**ADMINISTRATION**

**MILAN PUSKAR DEAN**
- Jose V. Sartarelli - Ph.D. (Michigan State University)

**SENIOR ASSOCIATE DEAN**
- Nancy McIntyre - Ph.D. (University of Rhode Island)

**ASSOCIATE DEAN, ACADEMIC AFFAIRS**
- Karen Russo Donovan - Ph.D. (University of Pittsburgh)

**ASSOCIATE DEAN, GRADUATE PROGRAMS**
- Gary Insch - Ph. D. (Indiana University)

**ASSOCIATE DEAN, ADMINISTRATIVE SERVICES**
- C. G. Mancini - M.P.A. (West Virginia University)
ASSISTANT DEANS
- Graham Peace - Ph.D. (University of Pittsburgh)
- Joseph Seiaman - M.A. (West Virginia University)

Admission to the College
The College of Business and Economics offers admission to eligible freshmen. Students interested in pursuing the degree of Bachelor of Science in Business Administration or the degree of Bachelor of Science in Economics are encouraged to apply to the University online at http://apply.wvu.edu/.

The College offers three classifications of freshman admission:
- Direct Admit Business: requires a minimum 3.5 high school GPA and a minimum (composite) score of 27 on the ACT or a minimum (combined math and verbal) score of 1210 on the SAT
- General Admit Business: requires a 3.0-3.5 high school GPA and a (composite) score of 21 on the ACT or a (combined math and verbal) score of 980 on the SAT
- Pre-Business and Economics Admits: requires a 2.5-3.0 high school GPA and a (composite) score of 19 on the ACT or a (combined math and verbal) score of 910 on the SAT for WV residents, or a (composite) score of 20 on the ACT or a (combined math and verbal) score of 950 on the SAT for non-residents

Admission for Transfer Students
Transfer students with fewer than twenty-five semester hours of advanced standing will follow the same admission criteria as incoming freshmen, including submission of high school transcripts and test score requirements. Transfer students with twenty-five to fifty-eight semester hours of advanced standing must possess an overall grade point average of 2.5 and must have successfully completed college algebra or a higher level of college math with a minimum grade of C. Transfer students with fifty-nine or more semester hours of advanced standing must possess an overall grade point average of 2.5 and be able to complete prerequisite course work for matriculation to an academic major in one regular semester. For this purpose, the grade point average will be calculated using all (transferable) baccalaureate coursework attempted at regionally accredited institutions.

Admission for International Students
International students who satisfy the admission criteria for admission to West Virginia University may seek admission to the College of Business and Economics as Pre-Business and Economics Admits, provided they possess a minimum high school GPA of 3.0. Students transferring from a non-US college or university must provide English translations of high school transcripts and former college or university transcripts verifying prior academic performance was at least 3.0 or a B average.

Center for Career Development
The Center for Career Development helps students in their career development and job search efforts, while preparing them for the world of work through planning, reflection, skill development, and portfolio documentation.

The Center offers services that include:
- Facilitating employment interviews with corporate representatives from a wide range of firms
- Developing valuable internship opportunities
- Organizing and conducting workshops on developing necessary job-search skills
- Sponsoring corporate networking events
- Offering advice to help students clarify and achieve their career goals
- Publishing a weekly online newsletter with information about full-time and internship opportunities and current trends in the job market
- Organizing career fairs and networking events that enable students to interface with potential employers and explore career options

Visit our website at http://be.wvu.edu/careers for details.

Research and Outreach Centers
BUREAU OF BUSINESS AND ECONOMIC RESEARCH
Founded in 1949, the Bureau conducts basic research relating to the West Virginia economy. Active programs include:
- West Virginia Economic Outlook with short and long-term forecasts of the state and its regional economies
- West Virginia Public Policy Program with studies on state and local public finance and the implication of national policies on the state level
- Demographic Program with population projections and socioeconomic studies
• Industry Studies Program focuses on major industries including bio-science energy, chemicals, tourism, and the arts
• Target industry and labor market studies
• Strategic planning
• Statewide and regional economic outlook conferences and briefings
• Special studies for the executive and legislative branches of West Virginia government

Publications include:
• The West Virginia Business and Economic Review
• County Data Profiles
• Harrison County Economics Monitor
• The Morgantown MSA Economic Monitor

Undergraduate research assistants assist with many bureau studies. Visit our website at: http://www.bber.wvu.edu for details.

BRICKSTREET CENTER FOR INNOVATION AND ENTREPRENEURSHIP
Established in 2002, the Brickstreet Center for Innovation and Entrepreneurship serves the entire University community. The Center’s mission is to promote entrepreneurship education that leads to economic development. In 2005, the Center launched a minor in entrepreneurship open to all non-College of Business and Economics majors. Additionally, the Center supports an Area of Emphasis (AoE) in Entrepreneurship offered to all majors within the College - more information may be found under the Management section of the catalog. The Center hosts the Statewide Collegiate Business Plan Competition in which teams of students from colleges and universities across West Virginia, with the help of trained professionals, develop business plans for their business ideas to be judged by a panel of experts. The winning team receives a grand prize consisting of seed money and business services to help start a new business in the state. Additionally, the Center sponsors an “App Challenge” in which students are given a business problem by an organization and must develop an application to solve the problem. Through partnerships, the Center also actively participates in an internship program that provides students with real world experience. The Center sponsors the Entrepreneurship Club and is actively involved in outreach promoting innovation and entrepreneurship across the state.

Visit our website at http://be.wvu.edu/cie for details.

CENTER FOR EXECUTIVE EDUCATION
The goal of the Center for Executive Education is to strengthen businesses, industry clusters, and individual leadership capacity by maximizing human capital. This is accomplished through the development and delivery of individualized executive education and experiential learning programs and comprehensive business services. The Center helps decision-makers from all industries become more dynamic leaders, more effective managers, and more valuable team members.

The Center uses College and University faculty, augmented by outside subject matter experts, to deliver high-quality programs and business services for businesses and industry clusters using state-of-the-art technology. Examples of business services include executive coaching, facilitation of strategic planning sessions, and mediation services.

Visit our website at http://be.wvu.edu/execed for details.

CENTER FOR CHINESE BUSINESS
The Center for Chinese Business was established at the West Virginia University College of Business and Economics in 1994 to provide international management education, business facilitation, and research services focused on countries throughout the world. Fostering close relationships among academia, business, and government in the United States and China, the Center focuses on furthering mutually beneficial enterprise.

The Center has formed many mutually advantageous partnerships with government, educational organizations, and businesses in which all parties have benefited from their participation. These partnerships include government entities such as the Tianjin Economic and Technological Development Area, Shanghai Organization Department, the Tianjin Finance Bureau, Shaanxi Provincial Government, West Virginia Development Office, and the West Virginia District Export Council. The Center has formed relationships with educational organizations such as the Shanghai University of Finance and Economics, the Shanghai Education Center for Administrators, the U.S. Department of Education, Sinyi Cultural Foundation, and Tianjin University of Finance and Economics.

Additionally, the Center has worked closely with many U.S. and Chinese companies such as Cisco Systems China, Baoshan Steel Group, Allegheny Wood Products, TRW Inc., Minsheng Bank, Development Dimensions International, Shanghai Airlines, and Kroll International.


CENTER FOR FORENSIC BUSINESS STUDIES
The College of Business and Economics in collaboration with the WVU Forensic Science Institute offers several programs meeting the needs of the forensic community. These initiatives include:
(1) The FORESIGHT Project which assists forensic science laboratories in standardizing definitions for performance metrics to evaluate work process while linking financial information to work tasks and functions.

(2) The Forensic Management Academy which is a certificate program designed to provide forensic laboratory managers with contemporary business and leadership skills.

(3) The Institute for Fraud Prevention (IFP) which is a coalition of industry leaders, law enforcement agencies, and academic institutions all working in concert to support multidisciplinary research and education on the prevention of fraud and corruption. The IFP’s overarching goal is to improve the ability of business and government to combat fraud and corruption.

(4) The Forensic Accounting and Fraud Examination Certificate (FAFE) program exposes students to practicing experts in addition to full-time faculty. The real world expertise brought to the classroom prepares students for successful careers.

Visit our website at http://be.wvu.edu/fafe for more details.

STUART M. AND JOYCE N. ROBBINS CENTER FOR GLOBAL BUSINESS AND STRATEGY 20/21

Through an endowment to the College of Business and Economics, the Stuart M. and Joyce N. Robbins Center for Global Business and Strategy 20/21 has been established. The mission of the Center is to support research, education, and outreach activities related to global business and strategy focusing on G-20 countries. Through the Center, the College has developed student and faculty exchanges with top universities in G-20 countries. For example, students may pursue studies at the University of Grenoble and University of Strasbourg in France, The University of Münster in Germany and Fundação Getulio Vargas in Brazil to name just a few.

The Center is also responsible for developing stronger connections with international institutions and global business enterprises.

Visit our website at http://be.wvu.edu/robbinscenter for details.

Business Administration Minor

MINOR CODE - U039

A minimum grade of C is required in all courses counting toward the minor in Business Administration. A student who has completed at WVU or who has received advanced standing for ACCT 201 Principles of Accounting may substitute the course for BUSA 202 Survey of Accounting.

<table>
<thead>
<tr>
<th>Requirements</th>
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<tbody>
<tr>
<td>BUSA 201 Survey of Economics</td>
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<tr>
<td>BUSA 202 Survey of Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 310 Survey of Business Law</td>
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</tr>
<tr>
<td>BUSA 320 Survey of Management</td>
<td>3</td>
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<td>BUSA 330 Survey of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 340 Survey of Finance</td>
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<tr>
<td><strong>Total Hours</strong></td>
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</table>

The minors in Media Entrepreneurship, Business Administration and Entrepreneurship are mutually exclusive. A student is permitted to complete only one of the three minors.

* ECON 201, Principles of Microeconomics, and ECON 202, Principles of Macroeconomics, may replace BUSA 201, The Economic System, for the minor in Business Administration.

Entrepreneurship Minor

MINOR CODE - U064

A minimum grade of C is required in all courses counting toward the Minor in Entrepreneurship.

<table>
<thead>
<tr>
<th>Requirements</th>
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<tbody>
<tr>
<td>BUSA 201 Survey of Economics</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 202 Survey of Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 310 Survey of Business Law</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 340 Survey of Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 380 Survey of Business Planning</td>
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</tbody>
</table>
The minors in Media Entrepreneurship, Business Administration and Entrepreneurship are mutually exclusive. A student is permitted to complete only one of the three minors.

* ECON 201, Principles of Microeconomics, and ECON 202, Principles of Macroeconomics, may replace BUSA 201, The Economic System, for the minor in Entrepreneurship.

### Media Entrepreneurship Minor

**MINOR CODE - U119**

Blended Minor: College of Business and Economics/Reed College of Media

The Media Entrepreneurship minor is intended to build on the existing College of Business and Economics Entrepreneurship minor to support emerging industry trends in journalism/news media entrepreneurial development. Through specialized support offered by the College of Media and as an adjunct to the existing minor, students will be actively involved in innovation and audience building and social media, content monetization, technology trends in media, new media marketing, and mobile opportunities.

A grade of C or higher must be earned in all minor courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUSA 202</td>
<td>Survey of Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 310</td>
<td>Survey of Business Law</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 340</td>
<td>Survey of Entrepreneurship</td>
<td>3</td>
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<tr>
<td>ENTR 415</td>
<td>Entrepreneurship in Action</td>
<td>3</td>
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<tr>
<td>ENTR 380</td>
<td>Survey of Business Planning</td>
<td>3</td>
</tr>
<tr>
<td>JRL 458</td>
<td>Interactive Media/Audnc Build</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Hours** 18

The minors in Media Entrepreneurship, Business Administration and Entrepreneurship are mutually exclusive. A student is permitted to complete only one of the three minors.