College of Business and Economics

Degrees Offered

- Master of Arts in Economics
- Master of Business Administration
- Master of Science in Finance
- Master of Professional Accountancy
- Master of Science in Industrial Relations
- Doctor of Philosophy in Business Administration
- Doctor of Philosophy in Economics

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 of Business and Economics has become one of the largest colleges at West Virginia University. In 1954, the college became fully accredited by the AACSB International (http://www.aacsb.edu), the highest level of business accreditation.

In 1990, the new College of Business and Economics building was completed on the site of Old Mountaineer Stadium on the downtown campus adjacent to historic Woodburn Hall. The four-story facility houses modern classrooms, two auditoriums, state-of-the-art computer laboratories, and space for the college's research and service centers.

Overview of Programs

The doctor of philosophy and master of arts degrees in economics prepare students for careers in business, government, and higher education. Students receive in-depth education in the concepts and methods of economic analysis and econometrics and specialize in two fields of study from financial, international, monetary, public, regional, urban economics, and resource economics. These programs are well-suited to students with undergraduate degrees in economics, finance, mathematics, statistics, public policy, history, and other humanities majors.

The doctor of philosophy degree in business administration has four areas of specialization: accounting, finance, management and marketing. Students develop deep content knowledge in their specialty along with a strong foundation in research methodology. The programs are focused on preparing graduates for research and academic careers.

The master of business administration (M.B.A.) program is especially attractive for the student with a non-business undergraduate major since no previous business courses are required for admission. Coursework includes an even exposure to all of the functional areas of business and provides a broad general management orientation. The M.B.A. program is offered during the day for full-time students in Morgantown. The M.B.A. program is also offered for working professionals online and in the evenings at various locations throughout West Virginia and is referred to as the executive M.B.A.

The master of science in industrial relations (M.S.I.R.) provides an interdisciplinary education for the student desiring a career in human resources management and industrial relations. All undergraduate majors are acceptable. Elective areas of study may include the functional areas of business, counseling, law, safety, and others.

The master of professional accountancy (M.P.A.) program is available to students with undergraduate degrees in accounting. Students without accounting undergraduate degrees can fulfill specific accounting prerequisites and be admitted to the program. The program follows the AICPA’s recommendations for a five-year accounting education and meets the requirements of most states with 150-hour requirements for C.P.A. certification. The division of accounting also offers a graduate certificate in forensic accounting and fraud.

The master of finance (M.S. Fin.) program is available to students with a strong background in finance or accounting (either through undergraduate degree in finance or accounting or with five years of experience in a finance-related field). The program offers a series of courses which provides graduates with a thorough understanding of material in the C.F.A. (Chartered Financial Analyst) Candidate Body of Knowledge.

Specific information about graduate programs in the College of Business and Economics may be obtained from Office of Graduate Programs, 340 Business and Economics Building, P.O. Box 6027, West Virginia University, Morgantown, WV 26506-6027, Telephone (304) 293-6579.

ADMINISTRATION

INTERIM DEAN

- Nancy McIntyre - Ph.D. (University of Rhode Island)

ASSOCIATE DEANS

- Mark Gavin - Ph.D. (Purdue University)
  Associate Dean for Graduate Programs and Research Impact
- A. Graham Peace - Ph.D. (University of Pittsburgh)
Degree Designation Learning Goals

MASTER OF BUSINESS ADMINISTRATION (MBA)

Master of Business Administration (MBA)

Goal 1: Students will be able to integrate the functional areas of business into management decisions in a global environment.

• 1.1 Students will be able to assess the impact of different cultures; governments; legal, political, competitive, and currency systems; and trade organizations on the multinational national enterprise.
• 1.2 Students will be able to assess trends in the global business environment.

Goal 2: Students will be able to identify problems, collect appropriate data, and analyze the data to make informed management decisions.

• 2.1 Students will be able to evaluate potential business projects and make economically feasible recommendations.
• 2.2 Students should be able to prepare and interpret financial statements.
• 2.3 Students will be able to make data-driven, fact-based decision making using statistical techniques and principles.
• 2.4 Student will be able to assess emerging, new technologies from a business management perspective.

Goal 3: Students will be able to articulate a succinct business analysis and make recommendations.

• 3.1 Students will be able to make business recommendations using appropriate analyses to support their position.
• 3.2 Students will be able to communicate the management information systems needs of an organization.
• 3.3 Students will be able to make recommendations for an organization based on a supply chain analysis.

Goal 4: Students will be able to make management decisions in an ethically sensitive and socially responsible manner.

• 4.1 Students will become familiar with personnel/human resource management policies and procedures with consideration for international, multi-cultural, and ethical implications.
• 4.2 Students will be able to negotiate and control information ethically to meet organizational needs.

Goal 5: Students will be able to effectively manage teams and work units and implement strategies to achieve organizational goals.

• 5.1 Students will evaluate the processes through which goals are set and accomplished in organizations.
• 5.2 Students will demonstrate effective management, leadership, and teamwork skills.
• 5.3 Students will be able to apply basic theories of human behavior and individual differences to the process of energizing and directing behavior (of both self and others).

Executive Master of Business Administration (EMBA)

Goal 1: Students will be able to integrate the functional areas of business into management decisions in a global environment.

• 1.1 Students will be able to evaluate factors that influence the competitive behavior of the firm.
• 1.2 Students will be able to predict and anticipate company and market responses to external factors.
• 1.3 Students will be able to identify the risks and opportunities in global markets.

Goal 2: Students will be able to identify problems, collect appropriate data, and analyze the data to make informed management decisions.

• 2.1 Students will be able to evaluate business reports to make meaningful decisions for the organization.
• 2.2 Students will be able to make data-driven, fact-based decision making using statistical techniques and principles.
• 2.3 Students will be able to take real-world problems and express them in quantitative terms.

Goal 3: Students will be able to articulate a succinct business analysis and make recommendations.

• 3.1 Students will be able to evaluate potential business projects and make economically feasible recommendations.
• 3.2 Students will be able provide analysis to a business problem that they are currently facing in their professional lives and provide a plan for next steps.

Goal 4: Students will be able to make management decisions in an ethically sensitive and socially responsible manner.

• 4.1 Students will be able to negotiate and control information ethically to meet organizational needs.
• 4.2 Students will understand how to use and acquire information in an ethically sensitive manner.
• 4.3 Students will be able to synthesize various ethical theories and design a corporate code of ethics.

Goal 5: Students will be effective team members in a virtual environment.

• 5.1 Students will be able to work together in a supportive and effective way.

Goal 6: Students will be effective leaders who influence people toward the attainment of organizational goals.

• 6.1 Students will recommend actions for leader effectiveness in a scenario case and apply a theory or framework to propose and defend their recommendations.
• 6.2 Students will identify various leadership styles and their relative effectiveness, along with real-life examples.
• 6.3 Students will evaluate, in a case setting, the processes through which goals are set and accomplished in organizations.

MASTER OF PROFESSIONAL ACCOUNTANCY (MPA)

Goal 1: Students will demonstrate competence in advanced technical topics.

Goal 2: Students will demonstrate research skills by finding and interpreting authoritative literature.

Goal 3: Students will communicate the results of research and/or analysis.

Goal 4: Students will identify an ethical dilemma and propose a solution.

MASTER OF SCIENCE (MS)

Master of Science (MS) in Finance

Goal 1: Students will demonstrate understanding of the ethical and professional standards in the securities industry.

Goal 2: Students will demonstrate understanding of how microeconomic and macroeconomic factors influence the values of financial assets.

Goal 3: Students will apply appropriate quantitative investment analysis tools.

Goal 4: Students will interpret and analyze external financial information from the viewpoint of investors and creditors.

Goal 5: Students will master the fundamental economic techniques for valuing financial assets.

Goal 6: Students will construct, evaluate, and manage diversified portfolios and effectively communicate the process.

Master of Science (MS) in Human Resources and Industrial Relations

Goal 1: The Human Resources (HR) Functional Environment. Students acquire knowledge and skills in basic HR functional areas that prepare them for their future careers in human resources management and industrial relations and related fields

• 1.1 Selection, Performance Management, and Training. Students are able to participate and lead in the selection processes in their organizations as well as in the measurement of performance of the human asset and the identification of training and development activities to either correct performance deficiencies or enhance performance attributes.
• 1.2 Compensation and Benefits. Students are able to help establish and maintain equitable compensation programs and associated benefits and insurance in their organizations.

Goal 2: The Current Global Environment. Students have capabilities and knowledge relating to current HR/IR trends, both domestically and internationally, that prepare them for their future careers in human resources management and related fields.

• 2.1 International HR/IR and Understanding Cultural Differences. Students are able to apply human resource and industrial relations functional tools in an international context based on a detailed comprehension of the economic, social, and moral ramifications of globalization and cultural differences.
• 2.2 Management of Change, Current Trends, and Technologies. Students are able to participate in managing change processes within their organizations and to apply knowledge of current events, trends and developments in the human resources profession and in the overall business environment, including contemporary information systems and associated technologies, in order to solve problems and perform functions commonly encountered in human resource management.

Goal 3: The Employee and Labor Relations Environment. Students acquire knowledge and skills in employee and labor relations that prepare them for their future careers in human resources management and industrial relations and related fields.

• 3.1 Management of Conflict. Students are able to use a foundational knowledge of individual behavior and interpersonal relations in order to successfully manage and resolve conflict through processes such as mediation and facilitation.
3.2 Negotiation and Arbitration. Students are able to demonstrate effective negotiating capacities and competencies in win-win and position bargaining in general and specifically in labor relations. Students are effective advocates in labor relations arbitration and in adversarial administrative hearings.

Goal 4: The Legal and Ethical Environment. Students develop comprehensive knowledge and skill in the areas of employment law and ethical decision making.

- 4.1 Legal and Ethical Decision Making. Students are able to successfully implement the procedural and substantive aspects of labor and employment law in making ethical decisions and taking ethical actions that reflect a standard of professional behavior and values within their organizations.

Goal 5: The Strategic Environment. Students develop knowledge and skills in strategic decision making, leadership, teamwork and communications.

- 5.1 Strategic Decision Making. Students are able to participate in and support strategic decision-making in human resources and industrial relations and across the larger organization.
- 5.2 Leadership, Teamwork and Communication. Students possess leadership and teamwork skills and abilities and are able to effectively communicate recommendations to management and other constituencies, orally and in writing.

**DOCTOR OF PHILOSOPHY (PHD)**

**Doctor of Philosophy (PHD) in Business Administration**

Goal 1: Students will be able to explain the holistic nature of business opportunities and problems.

Goal 2: Students will be able to explain the role of inquiry and research in solving business problems.

Goal 3: Students will be able to build a theoretical framework that addresses a particular business problem and may be generalized to aid in the understanding of similar business problems.

Goal 4: Students will be able to produce and defend original research in their major area of study.

Goal 5: Students will be able to apply research skills to analyze business problems.

Goal 6: Students will be able to complete a dissertation that develops new knowledge in their major area of study.

**Doctor of Philosophy (PHD) in Economics**

Goal 1: The doctoral program in economics trains students to:

- 1.1 Conduct independent and original research in economics of publishable quality.
- 1.2 Achieve a level of understanding of both theoretical and empirical economics that meets or exceeds the expectations of the economics profession for a doctorate in economics.
- 1.3 Effectively communicate both what economists in general know and the fruits of the student’s own research.

Goal 2: Upon completion of the degree, students will be able to:

- 2.1 Teach, at any undergraduate level or beyond, core courses in economics and courses in at least two areas of specialization within economics.
- 2.2 Write research papers that lead to refereed publications in economics journals.
- 2.3 Apply the methods and insights of economics in ways valued by society.

**Special Requirements**

Admissions to the M.B.A., M.P.A., M.S. in finance, M.S. in industrial relations, the Ph.D. in business administration, and the M.A. and Ph.D. in economics programs require a bachelor’s degree from an accredited institution. The Graduate Management Admissions Test (GMAT) is preferred for all of the business graduate programs. For the M.S.I.R., the M.B.A., and the Ph.D. in Business Administration in Management program, the Graduate Record Examination (GRE) may be substituted for the GMAT. The economics programs require the GRE. Refer to the program’s webpages for application requirements.