John Chambers College of Business and Economics

Degrees Offered

- Bachelor of Science in Business Administration
  - Accounting
  - Entrepreneurship and Innovation
  - Finance
  - General Business
  - Global Supply Chain Management
  - Hospitality and Tourism Management
  - Management
  - Management Information Systems
  - Marketing
  - Organizational Leadership

- Bachelor of Science in Economics

Historical Background

The John Chambers 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 Chambers 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 gold standard for business accreditation.

The John Chambers 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 high technology distance-learning classrooms, auditoriums, state-of-the-art computer laboratories, and space for the College’s research and service centers.

Mission

Through our people and our values, the WVU John Chambers College of Business & Economics is committed to educate and transform our students, our state, and our world toward greater prosperity.

Vision

The WVU John Chambers College of Business and Economics fosters a diverse and inclusive culture and builds business leaders while dedicating ourselves to excellence, innovation, and ethics. We catalyze interdisciplinary solutions that advance economic growth in the state of West Virginia, and beyond.

Goals

- Foster and advance the reputation of the Chambers 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 Chambers 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

- SERVICE - We seek opportunities to serve others and are committed to providing the highest quality of service.
- CURIOSITY - We ask questions, seek new opportunities and change through innovation.
- RESPECT - We are respectful, transparent and inclusive with each other.
- ACCOUNTABILITY - We perform at our very best every day to create a University that is responsive, efficient and effective.
- APPRECIATION - We support and value each other’s contributions as we build a community that is One WVU.
Statement of Quality
The faculty, staff, administrators, and student employees of the Chambers 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 John Chambers 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 Chambers 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, finance and management information systems majors.

Technology
The array of technology available to students in the John Chambers 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
The John Chambers College of Business & Economics focuses heavily on career preparation services that help our students to secure internship positions and full-time opportunities after graduation. The Center for Career Development (CCD), a resource specifically dedicated to business students, facilitates a variety of recruitment and networking events on campus throughout the year to connect students with diverse employer partners. The CCD team also offers one-on-one career coaching sessions, resume and cover letter reviews, virtual and in-person mock interviews, internship and full-time search assistance, salary negotiation guidance, and more. These networking opportunities and resources, in conjunction with the support of the Center’s staff, allow students to expand their networks, gain valuable professional and internship experiences, and ultimately reach their desired career outcomes.

Student Organizations
WVU recognizes 480+ student organizations across academic colleges and areas of interest. Student organizations are a great way to get involved on campus. Connect with fellow Mountaineers who share your interests in academic majors, careers and industries, leisure and entertainment activities, political and religious affiliations, and more! Visit studentorgs.wvu.edu (http://studentorgs.wvu.edu) to view the complete list of WVU student organizations, including Chambers College-specific clubs.

Questions?
Contact Ashley Lesnick at Ashley.Lesnick@mail.wvu.edu or 304-293-6513.

Definition of Good Academic Standing
To remain in good academic standing with the John Chambers College of Business and Economics a student must possess a minimum overall GPA of 2.0 and demonstrate reasonable progress toward completion of the degree requirements. Students may attempt a course three times (including withdrawing); if at the end of the third attempt the appropriate grade was not attained, they will be referred to the Center for Learning, Advising, and Student Success. Students who have a cumulative GPA of below 2.0 after the fall semester will be placed on academic probation and will be required to attend Mid-Year Academy and sign a contract outlining the requirements for removal from probation. Students who fail to complete these requirements will be referred to the Center for Learning, Advising, and Student Success. Those who have below a 2.0 after the spring semester will be suspended. Students who have been suspended are able to appeal to the College’s Academic Standards committee.

The John Chambers College of Business and Economics has high standards of conduct for its students. Any student who has been found to have broken the Code of Student Conduct may be dismissed from the Chambers College.
A minimum grade of C- is normally required in each of the prerequisite courses required for admission to the program or for enrollment in upper-division business (BCOR) or major core 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.

Chambers College of Business and Economics undergraduate students not direct admitted to a major as a first-time freshman or a first-time transfer 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 (2.0 for majors in Entrepreneurship and Innovation, General Business, and Hospitality and Tourism Management), some academic majors may require a more competitive overall GPA. At the beginning of the semester in which students intend to complete the prerequisite courses, they will meet with their academic advisor to review the student’s transcript to determine if all prerequisite courses have been taken with the required grade in order to move into the desired major. Once verified, the advisor will complete an Academic Status Update, declaring the student’s 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 any courses taken. Accommodations will be granted after all declared majors have registered for the respective semester.

**Classes Taken at Other Institutions**

Business and economics majors may petition the Chambers 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.

Upper level coursework in business will only be accepted in transfer from other AACSB-accredited institutions. Up to 15 hours of upper level coursework will be accepted in transfer. Students who have taken courses at non-AACSB-accredited institutions may petition to have their coursework accepted for degree credit. These courses will only be accepted as electives. Courses taken at two-year institutions will not be given upper level credit.

**Maximum and Minimum Load**

A minimum of twelve hours in a semester is required for full-time status in the Chambers College of Business and Economics. The maximum load is twenty 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 John Chambers 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 Chambers 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 at WVU 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 Chambers College before the credit may apply to a degree awarded by the Chambers 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. The Chambers College permits pass-fail grading in business and economics courses only if the credit does not apply toward the 120 credit hours requirement.

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.

Students are required to complete a minimum of 90 credit hours, or 30 of their final 36 credit hours of study at WVU. Students must have completed 120 credit hours, met all degree requirements, and possess a cumulative GPA of 2.0 and a major GPA of 2.0, in order to be eligible for graduation.
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 John Chambers College of Business and Economics.

Students seeking to double-major in the Chambers College of Business and Economics may use a maximum of 6 credit hours toward both majors. Those majoring and minoring in the College may use no more than 6 credit hours toward the major and the minor.

The student must complete all University GEF requirements, all Chambers 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.

International Opportunities

The John Chambers College of Business and Economics offers students a number of opportunities to add an international dimension to their studies by participating in programs that span the globe. We currently offer three-credit hour short-term study abroad courses, and semester-long experiences.

Short-term programs

Each Summer and Spring Break, the Chambers College coordinates several 12-day faculty-led study abroad experiences where a student can earn up to three credit hours. These courses and trips include the destinations such as Brazil, China, India/Nepal, Dubai, and Bahrain. In the future, we hope to include South Africa, Guatemala, and Germany to this list.

Study Abroad Brazil. This course, entitled Doing Business in Brazil, gives students a first-hand look at the business climate in Brazil. The visit includes a group case competition with Brazilian business students on modes of global entry for existing U.S. and Brazilian companies. Institutional visits included Nespresso, the B3 (stock exchange), Havaianas (footwear), Natura (cosmetics), Vale S.A. (metals and mining). Cities visited include Sao Paulo and Sao Luis do Maranhao.

Study Abroad China. The China trip and course also includes a case study competition with Chinese students at two highly esteemed universities. Company visits include Shanghai General Motors, Coca-Cola Tianjin, Huawei, Johnson & Johnson, and the Hong Kong Shanghai Bank. You will get a chance to explore Beijing, Shanghai, and Xian. You will also visit the Great Wall and see the Terra Cotta Warriors.

Study Abroad India/Nepal. This course, entitled Doing Business in India, gives students a first-hand look at the business climate in India and Nepal. In the past, trip visits and lectures have taken place at Dell, JLL, MTV, GE Healthcare, and IBM. These visits helped students understand differences in the way personal computers, commercial real estate, music television programming, hospital diagnostic equipment, cloud computing, and prosthetic devices are marketed in the Indian market. You will tour the Taj Mahal and take a plane ride through the Himalaya mountains.

Study Abroad Dubai. This course and trip are tailored for WVU Hospitality & Tourism majors (but accepts any major) and focus on the hotel industry in Dubai as it readies itself for EXPO 2020 – the world expo to be hosted there next year. Here, students enjoy learning experiences at sites including the Sheikh Mohammed Centre for Cultural Understanding, Emirates Academy of Hospitality Management, the iconic Burj Al Arab Jumeirah Hotel, EXPO Center itself, Dubai Festival City Mall, Amity University, Dubai Ritz Carlton, Emirates Palace, Ferrari World, and Hotel Atlantis.

Semester-long programs

The John Chambers College of Business & Economics proudly participates in all WVU Education Abroad commissioned semester-long exchange programs. This program is aligned with accredited and prestigious schools around the world, including institutions in Australia, Brazil, China, France, Germany, Hong Kong, Italy, Ireland, Israel, Japan, South Korea, Spain, and the United Kingdom. There, you will spend a full semester earning course credit.

We have a special arrangement through a consortium in Italy 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.

ADMINISTRATION

DEAN

• Javier Reyes - Ph.D. (Texas A&M University)
  Economics
ASSOCIATE DEAN, GRADUATE PROGRAMS & RESEARCH
• Virginia Kleist - Ph.D. (University of Pittsburgh)
  Management Information Systems

ASSOCIATE DEAN, ACADEMIC AFFAIRS & UNDERGRADUATE PROGRAMS
• A. Graham Peace - Ph.D. (University of Pittsburgh)
  Management Information Systems

ASSISTANT DEANS
• W. Constinia Charbonette - Ed.D.
  Assistant Dean of Graduate Programs
• John Deskins - Ph.D. (University of Tennessee)
  Assistant Dean for Outreach and Engagement
• Luke O'Connell
  Assistant Dean of Development
• Heather Richardson
  Assistant Dean of Communications, Engagement and Impact
• Linda Rudy
  Assistant Dean for Finance and Administration
• Rebel Smith - Ed.D. (University of Arkansas)
  Assistant Dean for Undergraduate Programs
• Elizabeth Vitullo - Ph.D. (West Virginia University)
  Assistant Dean of Strategic Initiatives

Accreditation
The following programs within the College of Business and Economics have specialized accreditation through the Association to Advance Collegiate Schools of Business International (AACSB).

• Accounting
• Economics
• Entrepreneurship and Innovation
• Finance
• General Business
• Global Supply Chain Management
• Hospitality and Tourism Management
• Management
• Management Information Systems
• Marketing
• Organizational Leadership

Admission to the Chambers College
The John Chambers 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.

Admission for First Time Freshmen
The John Chambers College of Business and Economics offers two different classifications of admission to first time freshmen. Students are eligible for direct admission to a major or general admission to Business. Students offered direct admission to a major may select from one of eleven academic majors: Accounting, Economics, Entrepreneurship and Innovation, Finance, General Business, Global Supply Chain Management, Hospitality and Tourism Management, Management, Management Information Systems (MIS), Marketing or Organizational Leadership. Please review the table below to verify your admission eligibility.

1. Direct Admission to Major - 3.0 HS GPA, ACT Math score of 22 or SAT Math score of 570
2. Admission to Business - admitted to WVU with an ACT Math score of 19 or SAT Math score of 510
Students who take the ACT or SAT more than once should note that WVU superscores results. The highest ACT and SAT scores are combined to determine eligibility for admission. Students who satisfy the requirements for admission to WVU but not those stated above will be admitted to the Center for Learning, Advising, and Student Success until they are eligible for admission to the John Chambers College of Business and Economics.

**Admission for Transfer and International Students**

All non-first time freshmen students are admitted into the John Chambers College of Business and Economics based on the following criteria. Please review the table below to verify your admission eligibility.

1. Those with fewer than 24 hours must have an ACT Math score of 19, or SAT Math score of 510, or have the appropriate ALEKS score, and a minimum GPA of 2.25
2. Those with 24-59 hours must be eligible to take algebra, with a minimum GPA of 2.25
3. Those with 60+ hours must be eligible to take Math 150 and have a minimum GPA of 2.25
4. Students who have taken College Algebra or Math 150 must have the minimum grade required by their major.

GPA calculation for admission is computed using all (transferable) baccalaureate coursework attempted at regionally accredited institutions. All students entering the John Chambers College of Business and Economics who do not qualify for direct admission to a major as freshmen will declare their major once prerequisites have been met with the minimum required GPA for that major. International students who do not have an ACT or SAT score will be admitted to CLASS until the appropriate level of Math and minimum GPA of 2.25 is reached.

**Admission to Major and Eligibility to Enroll in Upper-Division Business Courses**

Students are asked to refer to the individual major pages for admission to the major and eligibility to enroll in upper-division business courses.

**Degree Designation Learning Outcomes**

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBAD)**

1. **Critical Thinking** - Graduates will be able to think critically and determine appropriate actions.
   1. Students can define the problem by describing it (what is wrong in the present situation and identifying its source).
   2. Students can establish criteria for a good solution to the problem.
   3. Students can determine appropriate solutions for qualitative and quantitative problems.

2. **Teamwork** - Graduates will be able to deal with the dynamics of individuals and teams within organizations.
   1. Students can identify characteristics of an effective team.
   2. Students can identify characteristics of an effective goal.
   3. Students can distinguish the basic conflict management styles.

3. **Global Awareness** - Graduates will recognize the opportunities and challenges associated with the global marketplace.
   1. Students can objectively evaluate the foreign market potential for a product or service.
   2. Students can recognize the implications of cross-cultural differences.
   3. Students can objectively evaluate and select appropriate global strategies for organizations.

4. **Ethics** - Graduates will have an appreciation of the ethical, legal, and regulatory issues impacting the decision-making process.
   1. Students can identify an ethical dilemma.
   2. Students can distinguish the components of a problem as ethical or legal.
   3. Students can apply ethical principles to business situations.

5. **Communication** - Graduates will be able to communicate recommendations to management and other constituencies.
   1. Students can effectively present material in written format.
   2. Students can effectively communicate material and respond appropriately.

6. **Functional Knowledge** – Graduates will be able to demonstrate and apply the basic concepts in each of the following areas: accounting, economics, finance, management, management information systems, and marketing.

   **Accounting**
   1. Students use accounting terminology to communicate economic events to external stakeholders.
   2. Students use accounting terminology to communicate economic events to internal stakeholders.
Economics

1. Students can use supply and demand to analyze how world events affect market equilibrium prices and quantities.
2. Students understand the theory of the firm and its implications for prices and production under different market structures.
3. Students understand the role of prices and profits and losses in coordinating economic activity.
4. Students can evaluate the efficiency of competitive market outcomes relative to alternative arrangements.
5. Students can explain how GDP, the unemployment rate, inflation, interest rates, and economic growth are measured, can distinguish between real and nominal variables, and can explain the significance of these measures.
6. Students understand and can analyze the determinants of long-run variations in national economic growth rates, wealth, and income.
7. Students understand and can analyze the determinants of short-run fluctuations of economic variables over the business cycle.
8. Students understand the goals and tools of monetary and fiscal policy.

Statistics

1. Students can organize and display data in a meaningful way and communicate its essential features using tables and charts.
2. Students can compute and interpret summary measures of data, especially measures of central tendency and dispersion.
3. Students understand the basics of probability and sampling distributions.
4. Students can conduct, understand and interpret confidence interval estimation and hypothesis testing.
5. Students can conduct, understand, and interpret correlation analysis and simple linear regression analysis.

Finance

1. Students can translate values across time.
2. Students can value common stock, bonds, and preferred stock.
3. Students can determine the cost of capital.
4. Students can make business decisions using a discounted cash flow model.

Management

1. Graduates can describe the characteristics of effective leaders
2. Graduates can identify and explain the four functions of management.
3. Graduates can explain the importance of an operations strategy in gaining a competitive strategy.
4. Graduates can describe the processes of competitive strategy formulation and implementation.

Management Information Systems

1. Students can identify types of information systems
2. Students can explain the value of information systems for organizations.
3. Students can demonstrate the ability to use appropriate IT applications, such as database and spreadsheet software.
4. Students can define the technical foundations of hardware, software, telecommunications, and data management.
5. Students can compare and contrast the methods by which information systems are created.

Marketing

1. Students explain core concepts related to the marketing functions of an organization.
2. Students can explain the marketing concept.
3. Students can explain the value of being a market-driven organization.
4. Students can describe the importance of customer behavior and marketing research in the marketer’s decision-making process.
5. Students can apply the concepts of market segmentation, target marketing, and product positioning.

Center for Career Development

The Center for Career Development (CCD) guides students in identifying career opportunities that fit with their skills, interests, and aspirations. We facilitate specialized programs, generate internship and full-time opportunities, and build connections between students and employers.

All Chambers College students and alumni can take advantage of the CCD’s services:

- Individualized career exploration, planning, and job search strategies
- Peer career coaching sessions
- One-on-one resume and cover letter creation
• Mock interviews, both virtual and in-person
• Graduate school preparation
• Job shadowing opportunities and company site visits
• Career fairs, networking events, and professional development workshops
• On-campus interviews with nationwide employers hiring for internships and full-time roles
• MountaineerTRAK, WVU’s premier job portal, where thousands of internships and full-time jobs are posted annually

Visit our website at https://business.wvu.edu/centers/center-for-career-development for details.

Research and Outreach Centers

BUREAU OF BUSINESS AND ECONOMIC RESEARCH

Since the 1940s, the BBER’s mission has been to serve the people of West Virginia by providing the state’s business and policy-making communities with reliable data and rigorous applied economic research and analysis that enables the state’s leaders to design better business practices and public policies. Our goal is to be the premier applied economics research organization serving West Virginia’s government and business leaders for economic research, forecasting, and policy analysis and, as such, help fulfill a key part of West Virginia University’s mission as a land-grant institution.

Active programs include:

• West Virginia Economic Outlook with economic 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 energy, manufacturing, tourism, and the arts
• Target industry and labor market studies
• Strategic planning
• Statewide and regional economic outlook conferences and briefings
• Special studies for the State of West Virginia and local governments in the state

Publications include:

• The West Virginia Economic Outlook
• Regional West Virginia Economic Outlook
• County Data Profiles


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-Chambers 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. Through partnerships, the Center also actively participates in an internship program that provides students with real world experience. The Center sponsors the CEO Club and is actively involved in outreach promoting innovation and entrepreneurship across the state.

Visit our website at https://business.wvu.edu/centers/brickstreet-center for details.

CENTER FOR EXECUTIVE EDUCATION

The goal of the Center for Executive Education is to strengthen organizations, leaders, and human capability through training, seminars, conferences, speaking engagements, and select consulting. We accomplish this through the development and delivery of individualized and group programs, both in person and via technology. The Center helps decision-makers from industries, government, and not-for-profit organizations become more dynamic and forward-thinking leaders, more effective managers, and more valuable team members.

The Center uses Chambers College and University faculty, augmented by outside subject matter experts, to deliver high-quality programs and services. Examples of services include executive coaching, facilitation of strategic planning sessions, technical and continuing professional education, and mediation services.
The Center for Executive Education is aligned with the John Chambers College of Business and Economics mission of providing an inclusive culture and building business leaders while dedicating ourselves to excellence, innovation, and ethics. Additionally, the Center for Executive Education works within the framework of Health, Prosperity, and Education and the values of Curiosity, Service, Respect, Appreciation, and Accountability in the focus and delivery of our product, both within and without the State.


CENTER FOR CHINESE BUSINESS
The Center for Chinese Business was established at the West Virginia University John Chambers 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 Chinese speaking countries and regions, the Center focuses on furthering mutually beneficial enterprise.

The Center has formed many mutually advantageous partnerships with local government, educational organizations, and businesses in which all parties have benefited from their participation. These partnerships include entities such as Shanghai Municipal government, Tianjin Municipal government, 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, Tianjin University of Finance and Economics, and Shanghai Business School.

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

Visit our website at http://business.wvu.edu/centers/center-for-chinese-business for details.

CENTER FOR FINANCIAL LITERACY AND EDUCATION
The Center for Financial Literacy and Education promotes financial literacy and education in the state of West Virginia through experiential learning opportunities, faculty engagement in research initiatives and collaborations, and the promotion of better financial decision making.

The Center is divided into four pillars: banking, insurance, personal finance, and investments. These pillars serve as a foundation and create a strong tie to our mission: 1) to prepare students for careers in finance via curriculum and experiential learning; 2) to serve corporate partners by facilitating access to WVU’s best and brightest students, and 3) to provide leading-edge research and consulting for high-performance organizations.

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.


STUART M. AND JOYCE N. ROBBINS CENTER FOR GLOBAL BUSINESS AND STRATEGY 20/21
The Stuart M. and Joyce N. Robbins Center for Global Business and Strategy 20/21 was established through an endowment to the John Chambers College of Business and Economics. 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 Chambers College has developed student and faculty exchanges with top universities in G-20 countries. For example, students may pursue studies in Australia, Brazil, China, France, Germany, Hong Kong, Italy, Ireland, Israel, Japan, South Korea, Spain, and the United Kingdom, to name a few.
The Center is also responsible for developing stronger connections with international institutions and global business enterprises.


### Business Cybersecurity Minor

**Minor Code - U152**

All courses must be completed with a C- or higher.

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<th>Course</th>
<th>Title</th>
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<tr>
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<td>Data Communications *</td>
<td>3</td>
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<tr>
<td>MIST 356</td>
<td>Network Security **</td>
<td>3</td>
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<td>or CS 465</td>
<td>Cybersecurity Principles and Practice</td>
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<td>MIST 357</td>
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<tr>
<td>MIST 493</td>
<td>Special Topics (Information Security Assurance Management for Business) *****</td>
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</tr>
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Total Hours 15

* Students will be encouraged to take and pass the Network+ Certification.

** Students will be encouraged to take and pass the Security + Certification or the GIAC Network Forensic Analyst certification.

*** Students may wish to take the GIAC certification for Law of Data Security & Investigations following this course.

**** Experiential Learning is a hallmark of the College of Business and Economics, and it is the cornerstone of the Minor in Business Cybersecurity Management. It will be required that the Minor in Business Cybersecurity Management capstone (MIST 491) experiential learning class of 3 to 6 credit hours be performed in a highly subspecialized area of Cybersecurity, requiring prior approval and faculty sponsorship. Recommended professional field experiences should enable a rigorous and hands-on Cybersecurity exposure. This may take the form of participation in the US Department of Homeland Security Cybersecurity Internship Program, working for the National Cyber Forensics Training Alliance (NCFTA), working in the Information Systems Security area of a major corporation or other internship engagement that imbues the skills required for a deep understanding of the Cybersecurity in business functional domain. In addition to faculty sponsorship, the internships will require a weekly log, coordination with the College of Business and Economics Internship Program officer, and a research paper written under the faculty sponsor guidance.

***** Students will be encouraged to take and pass the ISC2 SSCP certification, or the GIAC certifications (Security Leadership, Systems and Network Auditor or Information Security Professional certifications).

### Business Data Analytics Minor

**Minor Code - U156**

A minimum grade of C- is required in all courses.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIST 320</td>
<td>Managing Information Technology</td>
<td>3</td>
</tr>
<tr>
<td>MANG 426</td>
<td>Introduction to Decision Analysis</td>
<td>3</td>
</tr>
<tr>
<td>BUDA 450</td>
<td>Business Data Mining and Visualization</td>
<td>3</td>
</tr>
<tr>
<td>Select two of the following:</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>MIST 351</td>
<td>Database Management Systems</td>
<td></td>
</tr>
<tr>
<td>BUDA 451</td>
<td>Advanced Business Data Mining</td>
<td></td>
</tr>
<tr>
<td>BUDA 452</td>
<td>Business Simulation Modeling</td>
<td></td>
</tr>
</tbody>
</table>

Total Hours 15

* All students accepted into the Minor in Business Data Analytics minor will be required to have a C- or better in MATH 155, or a B- or better in MATH 150 or a C- or better in MATH 154. All students will have a B- or better in, STAT 211 or ECON 225, or a C- or better STAT 215, or equivalent.

ENTRY REQUIREMENTS: Each student who completes a minor in Business Data Analytics will complete a minimum of 15 hours within the College of Business and Economics.

CURRENT MIS STUDENTS: Current MIS students are able to count MIST 320 and MIST 351 toward their BS in MIS major as well as count these two classes toward completion of the BUDA Minor.
Entrepreneurial Studies Minor
Minor Code - U135

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSA 202</td>
<td>Survey of Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ECON 225</td>
<td>Elementary Business and Economics Statistics*</td>
<td>3</td>
</tr>
<tr>
<td>or STAT 211</td>
<td>Elementary Statistical Inference</td>
<td></td>
</tr>
<tr>
<td>ENTR 340</td>
<td>Survey of Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 380</td>
<td>Survey of Business Planning</td>
<td>3</td>
</tr>
<tr>
<td>Electives*</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Total Hours</td>
<td></td>
<td>18</td>
</tr>
</tbody>
</table>

* The list of electives is preliminary and may change based on course availability. All electives must be approved by the Chair of the Management Department.

Professional Sales Minor
Minor Code - U155

Required Coursework

All courses must be completed with a C- or higher.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCOR 350</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 320</td>
<td>Personal Selling 1</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 321</td>
<td>Professional Selling 2</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 345</td>
<td>Selling with Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 420</td>
<td>Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>Total Hours</td>
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<td>15</td>
</tr>
</tbody>
</table>

Note: Students may only declare two minors from the John Chambers College of Business and Economics.