
SCHOOL OF BUSINESS AND ECONOMICS

School Dean: Dr. Dan Messerschmidt

Accounting Program Faculty: Dr. Murphy, Mr. Rosson, Mrs. Schneider

Economics Program Faculty: Dr. Prinzing, Mr. Schnur, Dr. Turek

Management Program Faculty: Dr. Gupta, Dr. J. Merchant, Dr. S. Merchant, Dr. Nathan, Dr. Selden

Marketing Program Faculty: Dr. Miaoulis, Dr. Nicovich, Mr. Whitehouse

VISION

The Lynchburg College School of Business and Economics commits to being one of the top ten private schools for student learning, scholarship, and character development, providing innovative, challenging professional education firmly rooted in a liberal arts tradition.

MISSION

The Lynchburg College School of Business and Economics offers high-quality professional programs designed to prepare students to excel in a global, rapidly changing, uncertain environment. By integrating theory and practice throughout its educational programs, the School helps students develop effective and ethical management and decision-making skills, including the ability to integrate multi-disciplinary perspectives in pursuit of organizational goals. The School strives for excellence by providing a professional, character-building education built upon a liberal arts foundation.

The School of Business and Economics continuously improves programs and processes to:

Student Centered Goals:

1. Develop student competencies in basic business disciplines, critical thinking, oral and written communications, quantitative reasoning, teamwork, leadership, entrepreneurship, and information technology.
2. Stress integrity and ethics, reinforcing the personal and professional responsibilities of leadership and good citizenship.
3. Increase student awareness and experience of a diverse and dynamic world environment.
4. Develop the skills, attitudes, and values that support life-long learning.

Supporting Goals:

1. Develop and provide high quality curricula and instruction in a learning-centered environment.
2. Recruit, retain, and develop highly qualified faculty members for whom student learning is the highest priority.
3. Contribute to the base of knowledge as appropriate for a liberal arts college where student learning is the primary mission.
4. Support scholarship and professional activities that allow faculty to develop in-depth areas of expertise, explore new dimensions of their fields of study, or integrate across disciplines.
5. Develop and maintain strong links to the local, regional, or international communities through focused service and consulting activities.

Program Listing

Accounting Major	Economics Major-General Emphasis
Business Administration Major	Economics Minor
Business Minor	Management Major
Economics Major-Financial Emphasis	Marketing Major

ACCOUNTING MAJOR

Accounting provides the foundation for all business decisions. It is the cornerstone upon which the utilization and allocation of resources within an organization rest. The four-year accounting major prepares the student for a career in managerial accounting, governmental accounting, accounting education, and other accounting-related careers.

Courses in the business core:			Hours
^ACCT	201-202	Principles of Accounting	6
^BUAD	241	Business Statistics	3
BUAD	322	Legal Environment of Business	3
BUAD	352	Principles of International Business	3
BUAD	441	Integrated Application of Business Principles	3
BUAD	451	Global Policy and Strategy	3
FIN	317	Principles of Finance	3
MGMT	244	Operations Management	3
MGMT	260	Principles of Management and Organizational Behavior	3
MGMT	310	Management Information Systems	3
MKTG	309	Principles of Marketing	3
Courses in General Education:			
^ECON	201	Principles of Economics-Micro	3
^ECON	202	Principles of Economics-Macro	3
Accounting courses:			
ACCT	301-302	Intermediate Accounting	6
ACCT	310	Governmental/Non-Profit Accounting	3
ACCT	311	Personal Income Tax	3
ACCT	313	Cost Accounting	3
ACCT	401	Advanced Accounting	3
ACCT	421	Auditing I	3
ACCT	422	Auditing II	3
Additional accounting course:*			3
ACCT	319	Corporate and Partnership Taxation	
ACCT	323	Business Law for Accountants	
ACCT	325	Management Accounting	
ACCT	405	Accounting Theory	
<i>Total Hours Required</i>			<u>69</u>

* Students should see their advisors for recommendations in line with career goals. All courses in this group are recommended for students pursuing CPA certification (not required for degree) who must meet a 150-credit hour state requirement. Virginia requires 150 hours to sit for CPA examinations administered on or after July 1, 2006.

^ Minimum grade of C- is required for this course.

BUSINESS ADMINISTRATION MAJOR

The business administration degree prepares students for general administrative positions and allows students to customize their major by selecting a dual major or minor (15-18 hours) of their choice that is not accounting, marketing, or management. The business administration major requires the forty-two hour business core.

Courses in the business core:			
^ACCT	201-202	Principles of Accounting	6
^BUAD	241	Business Statistics	3
BUAD	322	Legal Environment of Business	3
BUAD	352	Principles of International Business	3
BUAD	441	Integrated Application of Business Principles	3
BUAD	451	Global Policy and Strategy	3
FIN	317	Principles of Finance	3
MGMT	244	Operations Management	3
MGMT	260	Principles of Management and Organizational Behavior	3
MGMT	310	Management Information Systems	3
MKTG	309	Principles of Marketing	3

Courses in General Education:			Hours
^ECON	201	Principles of Economics-Micro	3
^ECON	202	Principles of Economics-Macro	3
Minor or second major			<u>*15-18</u>
<i>Total Hours Required</i>			<i>57-60</i>

* Students choosing minors must meet the College requirements for minor programs (currently a 2.0 average in the minor courses with at least 50 percent of coursework completed at Lynchburg College).

^ Minimum grade of C- is required for this course.

BUSINESS MINOR

ACCT	201	Principles of Accounting I	3
ECON	201	Principles of Economics-Micro	3
MGMT	260	Principles of Management and Organizational Behavior	3
MKTG	309	Principles of Marketing	3
Two from the following:			6
FIN	150	Personal and Family Finance	
Other courses 200 and above from ACCT, BUAD, FIN, MGMT, MKTG			<u> </u>
<i>Total Hours Required</i>			<i>18</i>

ECONOMICS MAJOR

Two emphases are offered in the economics program: financial economics and general economics. The economics major is designed to provide a well-rounded knowledge of the theoretical and institutional structure of economic activities with specific emphasis on the free market system. Course work is available to give economics majors the knowledge and skill to conduct professional economic research and analysis and to provide a firm basis for continuation of study at the graduate level. The financial economics emphasis incorporates the study of economic processes involved in capital formulation and the theory and practice of financial decision making through the study of financial markets and institutions. The degree in economics is not a business degree but rather a traditional social science degree.

ECONOMICS MAJOR-FINANCIAL EMPHASIS

ACCT	201-202	Principles of Accounting	6
ECON	201-202	Principles of Economics	6
ECON	250	Research Methods in Economics	4
ECON	300-301	Intermediate Economic Theory	6
ECON	305	Money, Credit, and Banking	3
ECON	308	International Economic Policy	3
ECON	450	Senior Seminar in Economics	3
ECON		Other ECON courses 200 and above	3
FIN	317	Principles of Finance	3
FIN	318	Financial Management	3
FIN	405	Investment Fundamentals	3
PHIL	101	Introduction to Ethics	<u>3</u>
<i>Total Hours Required</i>			<i>46</i>

ECONOMICS MAJOR–GENERAL EMPHASIS

			Hours
ECON	201-202	Principles of Economics	6
ECON	250	Research Methods in Economics	4
ECON	300-301	Intermediate Economic Theory	6
ECON	308	International Economics Policy	3
ECON	330	History of Economic Thought	3
ECON	400	Information, Uncertainty, and Risk	3
ECON	450	Senior Seminar in Economics	3
ECON		Other ECON courses 200 and above	9
PHIL	101	Introduction to Ethics	<u>3</u>
<i>Total Hours Required</i>			40

ECONOMICS MINOR

ECON	201-202	Principles of Economics	6
ECON	250	Research Methods in Economics	4
ECON	300 or 301	Intermediate Economic Theory	3
ECON		Other ECON courses 200 and above (chosen with advice from program faculty)	6
<i>Total Hours Required</i>			<u>19</u>

MANAGEMENT MAJOR

Management is the discipline responsible for directing organizations toward goals or objectives. The curriculum focuses on the nature and capabilities of human and other resources, as well as ways in which the manager plans, organizes, staffs, and evaluates those resources in an organization and its environment.

Courses in the business core:

^ACCT	201-202	Principles of Accounting	6
^BUAD	241	Business Statistics	3
BUAD	322	Legal Environment of Business	3
BUAD	352	Principles of International Business	3
BUAD	441	Integrated Application of Business Principles	3
BUAD	451	Global Policy and Strategy	3
FIN	317	Principles of Finance	3
MGMT	244	Operations Management	3
MGMT	260	Principles of Management and Organizational Behavior	3
MGMT	310	Management Information Systems	3
MKTG	309	Principles of Marketing	3

Courses in General Education:

^ECON	201	Principles of Economics-Micro	3
^ECON	202	Principles of Economics-Macro	3

Courses in management:

MGMT	362	Human Resource Management	3
MGMT	363	Managing Diversity within Organizations	3
MGMT	421	Organizational Change and Development	3
MGMT	470	Advanced Topics in Management	3

Two of the following:

ACCT	325	Management Accounting	6
BUAD	399	Internship in Business	
FIN	318	Financial Management	
MGMT	377	International Management-Study Abroad	
<i>Total Hours Required</i>			<u>60</u>

^ Minimum grade of C- is required for this course.

MARKETING MAJOR

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

Courses in the business core:			Hours
^ACCT	201-202	Principles of Accounting	6
^BUAD	241	Business Statistics	3
BUAD	322	Legal Environment of Business	3
BUAD	352	Principles of International Business	3
BUAD	441	Integrated Application of Business Principles	3
BUAD	451	Global Policy and Strategy	3
FIN	317	Principles of Finance	3
MGMT	244	Operations Management	3
MGMT	260	Principles of Management and Organizational Behavior	3
MGMT	310	Management Information Systems	3
MKTG	309	Principles of Marketing	3
Courses in General Education:			
^ECON	201	Principles of Economics-Micro	3
^ECON	202	Principles of Economics-Macro	3
Courses in marketing:			
MKTG	371	Market Research	3
MKTG	375	Consumer and Buyer Behavior	3
MKTG	379	Marketing Communications	3
MKTG	451	Marketing Management	3
Two of the following:			6
BUAD	399 or 449	Internship in Business or Independent Study in Business	
MKTG	372	Sales and Sales Management	
MKTG	374	Retailing and Merchandising	
MKTG	377	Study Abroad: International Marketing	
MKTG	380	Services Marketing	
MKTG	425	E-Marketing	
<i>Total Hours Required</i>			<u>60</u>

^ Minimum grade of C- is required for this course.