
SCHOOL OF BUSINESS AND ECONOMICS

School Dean: Dr. Joseph Turek

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

Economics Department Faculty: Dr. Messerschmidt, Dr. Prinzing, Mr. Schnur,

Management Department Faculty: Dr. Gupta, Dr. Kyper, Dr. Nathan, Dr. Schimmoeller, Dr. Selden

Marketing Department Faculty: 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.

Majors and Minors Listing

Accounting Major	Economics Minor
Business Administration Major	Economic Crime Prevention and Investigation Major
Business Minor	Management Major
Economics Major-Financial Emphasis	Marketing Major
Economics Major-General Emphasis	

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 I, II	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

Accounting courses:			Hours
ACCT	301-302	Intermediate Accounting	6
ACCT	311	Personal Income Tax	3
ACCT	313	Cost Accounting	3
ACCT	401	Advanced Accounting	3
ACCT	421	Auditing Principles	3
ACCT		Other ACCT course 300 and above*	3
<i>Total Hours Required</i>			<u>63</u>

* Students must select at least one non-required, upper-division accounting course to meet the accounting elective requirement. 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 achieve CPA certification.

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:			Hours
ACCT	201-202	Principles of Accounting I, II	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>			<u>57-60</u>

* 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).

BUSINESS MINOR

			Hours
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	Family and Personal Finance	
Other courses 200 and above from ACCT, BUAD, ECON, FIN, MGMT, MKTG			—
<i>Total Hours Required</i>			<u>18</u>

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 I, II	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 or FIN		Other ECON or FIN courses 100 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>			46

ECONOMICS MAJOR—GENERAL EMPHASIS

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 100 and above	9
PHIL	101	Introduction to Ethics	<u>3</u>
<i>Total Hours Required</i>			40

ECONOMICS MINOR

			Hours
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 100 and above	<u>6</u>
<i>Total Hours Required</i>			19

ECONOMIC CRIME PREVENTION AND INVESTIGATION

This interdisciplinary major equips students for entry-level financial forensic investigation positions in both public and private sectors organizations, and instills in them a passion for using their skills, talents and knowledge to detect and prevent economic and financial corruption and abuse.

Required courses:

ACCT	201-202	Principles of Accounting I, II	6
ACCT	360	Accounting Information Systems	3
ACCT	370	Fraud and White Collar Crime	3
ACCT	470	Forensic Accounting	3
C S	235	Computer Networks	3
C S	355	Computer Forensics	3
CRIM	241	Criminology	3
CRIM	244	Criminal Justice Process	3
ECON	201	Principles of Economics - Micro	3
ECON	202	Principles of Economics - Macro	3
ECON	365	Economics of Terrorism	3
PHIL	101	Introduction to Ethics	3
PSYC	263	Psychology of Law	3

One of the following:

BUAD	399	Internship in Business	3
ECON	399	Managerial Economics Internship	
MGMT	399	Internship in Management	
SOCI	399	Internship in Sociology	

One of the following:

BUAD	241	Business Statistics	3-4
ECON	250	Research Methods in Economics	
SOCI	370	Statistics for Sociologists	

Six hours from:

ACCT		Other ACCT courses 200 and above	6
CRIM		Other CRIM courses 200 and above	
ECON		Other ECON courses 200 and above	
<i>Total Hours Required</i>			<u>54-55</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 I, II	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

			Hours
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
Six hours from:			6
MGMT	377	Study Abroad: International Management	
MGMT	399	Internship in Management	
MKTG	380	Services Marketing	
MKTG	425	E-Marketing	
<i>Total Hours Required</i>			<u>60</u>

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:			
ACCT	201-202	Principles of Accounting I, II	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	397 or 399	Independent Study in Business or Internship 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>