
SCHOOL OF BUSINESS AND ECONOMICS

School Dean: Dr. Joseph Turek

Accounting Department Faculty: Dr. Murphy, Ms. Julian, Mrs. Schneider

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

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

Marketing Department Faculty: Dr. Lozano, Dr. Nicovich, Mr. Whitehouse

Mission Statement

Engaging students through active learning to build character and advance knowledge.

Vision Statement

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 in support of its 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 lifelong learning.
5. Develop and provide high quality curricula and instruction in a learning-centered environment.
6. Recruit, retain, and develop highly qualified faculty members for whom student learning is the highest priority.
7. Contribute to the base of knowledge as appropriate for a liberal arts college where student learning is the primary mission.
8. 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.
9. Develop and maintain strong links to the local, regional, or international communities through focused service and consulting activities.

Majors and Minors Listing

Accounting Major

Accounting Minor

Business Administration Major

Business Minor

Economics Major-Financial Emphasis

Economics Major-General Emphasis

Economic Crime Prevention and Investigation Major

Economics Minor

Fraud Investigation Minor

Human Resource Management Major

Human Resource Management Minor

Leadership Studies Minor

Management Major

Marketing Major

Marketing Minor

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	100	Perspectives on Business	3
BUAD	241	Business Statistics	3
BUAD	322	Legal Environment of Business	3
BUAD	441	Integrated Application of Business Principles	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	209	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	311	Personal Income Tax	3
ACCT	313	Strategic Cost Management	3
ACCT	401	Advanced Accounting	3
ACCT	421	Auditing Principles	3
ACCT		Other ACCT course 300 and above*	<u>3</u>
<i>Total Hours Required</i>			60

* Students must select at least one 3-hour, non-required, upper-division accounting course to meet the accounting elective requirement. Students wishing to take the CPA examination in Virginia must select at least 6 hours of upper-division accounting electives to meet the educational requirements to sit for the examination. In most states, candidates must meet a 150-credit hour state requirement (not required for degree) to achieve CPA certification.

ACCOUNTING MINOR

ACCT	201-202	Principles of Accounting I, II	6
ACCT	311	Personal Income Tax	3
ACCT	313	Strategic Cost Management	3
ACCT		Other ACCT course 300 and above	<u>3</u>
<i>Total Hours Required</i>			15

BUSINESS ADMINISTRATION MAJOR

The business administration major 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 I, II	6
BUAD	100	Perspectives on Business	3
BUAD	241	Business Statistics	3
BUAD	322	Legal Environment of Business	3
BUAD	441	Integrated Application of Business Principles	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	209	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>			54-57

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

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	209	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			<u> </u>
<i>Total Hours Required</i>			18

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	303	Managerial Economics	3
ECON	308	International Economics Policy	3
ECON	400	Information, Uncertainty, and Risk	3
ECON	450	Senior Seminar in Economics	3

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

ECONOMIC CRIME PREVENTION AND INVESTIGATION MAJOR

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
BUAD	243	Data Mining	3
CRIM	241	Criminology	3
ECON	201	Principles of Economics - Micro	3
ECON	202	Principles of Economics - Macro	3
ECON	305	Money, Credit, and Banking	3
PHIL	101	Introduction to Ethics	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	280	Statistics for Sociologists	

Six hours from:

ACCT		Other ACCT courses 200 and above	6
*C S	355	Computer Forensics	
CRIM		Other CRIM courses 200 and above	
ECON		Other ECON courses 200 and above	
PSYC	263	Psychology of Law	
<i>Total Hours Required</i>			<u>45-46</u>

*Prerequisite for C S 355 is C S 142 or 235.

FRAUD INVESTIGATION MINOR

ACCT	201	Principles of Accounting I	3
ACCT	202	Principles of Accounting II	3
ACCT	370	Fraud and White Collar Crime	3
ACCT	470	Forensic Accounting and Investigation	3
CRIM	241	Introduction to Criminology	3

			Hours
Three hours from:			3
ACCT		Other ACCT courses 300 and above	
BUAD	243	Data Mining	
CRIM	244	Criminal Justice Process	
CRIM		Other CRIM courses 300 and above	
ECON		Other ECON course 300 and above	
PSYC	263	Psychology of Law	
<i>Total Hours Required</i>			<u>18</u>

HUMAN RESOURCE MANAGEMENT MAJOR

The human resource management major provides students with broad knowledge about business and management, as well as in-depth knowledge about human resource management. The program will prepare students to enter a variety of human resource management related fields, such as recruiting and staffing, training and development, compensation and reward management, and employee relations

Courses in the business core:

ACCT	201-202	Principles of Accounting I, II	6
BUAD	100	Perspectives on Business	3
BUAD	241	Business Statistics	3
BUAD	322	Legal Environment of Business	3
BUAD	441	Integrated Application of Business Principles	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	209	Principles of Marketing	3

Courses in general education:

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

Courses in human resource management:

MGMT	262	Human Resource Management	3
MGMT	321	Growing Talent: Training and Development	3
MGMT	364	Acquiring Talent: Workforce Planning and Staffing	3
MGMT	399	Internship in Management	3
MGMT	422	Keeping Talent: Performance Appraisals, Compensation and Employee/ Labor Relations	3
MGMT	475	Strategic Human Resource Management	<u>3</u>
<i>Total Hours Required</i>			57

HUMAN RESOURCE MANAGEMENT MINOR

MGMT	262	Human Resource Management	3
MGMT	321	Growing Talent: Training and Development	3
MGMT	364	Acquiring Talent: Workforce Planning and Staffing	3
MGMT	422	Keeping Talent: Performance Appraisals, Compensation and Employee/ Labor Relations	3
MGMT	475	Strategic Human Resource Management	<u>3</u>
<i>Total Hours Required</i>			15

LEADERSHIP STUDIES MINOR

			Hours
BUAD	222	Ethical Dilemmas in Business and Leadership	3
BUAD	265	Leadership and the Classics	3
G S	330	Leadership in Action Practicum	3
MGMT	260	Principles of Management and Organizational Behavior	3
Electives:			6
COMM	251	Intercultural Communication	
COMM	362	Crisis Communication	
COMM	412	Communication and Leadership	
MGMT	350	Negotiation and Relationship Management	
PSYC	265	Industrial/Organizational Psychology	
<i>Total Hours Required</i>			<hr style="width: 100px; margin-left: auto; margin-right: 0;"/> 18

MANAGEMENT MAJOR

Management as a field of study is most often associated with business. Its subject matter can also be applied in a broad range of additional settings from the management of one's own personal resources to those of nonprofit, governmental, educational, and health care organizations.

Management study is recommended for those individuals who desire the knowledge and skill to influence others and develop business processes that can positively influence organizational productivity. The principles of management can be effectively applied in a broad range of group, organizational, and social settings. Students of management are trained to be decision-makers, problem solvers, project managers, and leaders.

Courses in the business core:

ACCT	201-202	Principles of Accounting I, II	6
BUAD	100	Perspectives on Business	3
BUAD	241	Business Statistics	3
BUAD	322	Legal Environment of Business	3
BUAD	441	Integrated Application of Business Principles	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	209	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	262	Human Resource Management	3
MGMT	300	Crisis Management	1
MGMT	301	Change Management	1
MGMT	302	Cross-Cultural Management	1
MGMT	350	Negotiation and Relationship Management	3
MGMT	360	Project Management	3
MGMT	472	The Art of Strategy	3

Three hours from: 3

ACCT	325	Management Accounting	
BUAD	265	Leadership and Classics	
MGMT	101	Freshman Seminar in Management	
MGMT	377	Study Abroad: International Management	
MGMT	399	Internship in Management	
<i>Total Hours Required</i>			<hr style="width: 100px; margin-left: auto; margin-right: 0;"/> 57

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 I, II	6
BUAD	100	Perspectives on Business	3
BUAD	241	Business Statistics	3
BUAD	322	Legal Environment of Business	3
BUAD	441	Integrated Application of Business Principles	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	209	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	398	Special Topics in Marketing	
MKTG	425	E-Marketing	
<i>Total Hours Required</i>			<hr style="width: 100%; border: 0.5px solid black; margin-bottom: 5px;"/> 57

MARKETING MINOR

MKTG	209	Principles of Marketing	3
MKTG	375	Consumer and Buyer Behavior	3
MKTG	379	Marketing Communications	3
One of the following:			3
BUAD	100	Perspectives on Business	
MKTG	101	Freshman Seminar in Marketing	
One of the following:			3
MKTG	200	Social Media Marketing	
MKTG	372	Sales and Sales Management	
MKTG	380	Services Marketing	
MKTG	398	Special Topics in Marketing	
<i>Total Hours Required</i>			<hr style="width: 100%; border: 0.5px solid black; margin-bottom: 5px;"/> 15