
SCHOOL OF BUSINESS AND ECONOMICS

School Dean: Dr. Joseph Turek

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

Economics Department Faculty: Dr. Bennett, Dr. Klein, Dr. Prante, Dr. Prinzing, Dr. Schnur

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

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

Mission Statement

The Lynchburg College School of Business and Economics engages students through active learning to build character and prepare leaders for success in a rapidly changing global marketplace.

SOBE continuously improves programs and processes by recruiting, retaining, and developing highly-quality faculty whose scholarship and professional activities contribute to student learning, impact business practice, and influence public policy.

Majors and Minors Listing

| | |
|---|---------------------------------|
| Accounting Major | Fraud Investigation Minor |
| Accounting Minor | Human Resource Management Major |
| Business Administration Major | Human Resource Management Minor |
| Business Minor | Leadership Studies Minor |
| Economics Major-Financial Emphasis | Management Major |
| Economics Major-General Emphasis | Management Minor |
| Economic Crime Prevention and Investigation Major | Marketing Major |
| Economics Minor | 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 | 441W | 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 I, II | 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.

*Students who plan to take the CPA exam are encouraged to take ACCT 311. Students who plan to take the CMA exam are encouraged to take ACCT 319.

ACCOUNTING MINOR

| | | | Hours |
|------|---------|---------------------------------|--------------|
| 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 second non-business major or any minor of their choice. 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 | 441W | 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 |

| | | | |
|-----------------------|--|-----------------------------|---------------|
| 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

| | | | Hours |
|-----------------------------|---------|---|--------------|
| 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 | 450W | 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 | 204 | 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 | 450W | Senior Seminar in Economics | 3 |
| ECON | | Other ECON courses 100 and above | 9 |
| PHIL | 204 | 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 |

| | | | Hours |
|-----------------------------|-----|----------------------------------|--------------|
| 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 | 204 | Introduction to Ethics | 3 |
| One of the following: | | | 3-4 |
| BUAD | 241 | Business Statistics | |
| ECON | 250 | Research Methods in Economics | |
| SOCI | 280 | Statistics for Sociologists | |
| Nine hours from: | | | 9 |
| ACCT | | Other ACCT courses 200 and above | |
| BUAD | 399 | Internship in Business | |
| *C S | 355 | Computer Forensics | |
| CRIM | | Other CRIM courses 200 and above | |
| ECON | | Other ECON courses 200 and above | |
| ECON | 399 | Managerial Economics Internship | |
| MGMT | 399 | Internship in Management | |
| PSYC | 263 | Psychology of Law | |
| SOCI | 399 | Internship in Sociology | |
| <i>Total Hours Required</i> | | | 45-46 |

*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 | Criminology | 3 |
| 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> | | | 18 |

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 | 441W | 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 |

| | | | Hours |
|---------------------------------------|-----|---|----------|
| 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

| | | | |
|-----------------------------|-----|--|-----------|
| 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> | | | <u>18</u> |

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 |

| | | | Hours |
|-------------------------------|------|--|--------------|
| BUAD | 322 | Legal Environment of Business | 3 |
| BUAD | 441W | 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 | 303 | Applied Management Strategies | 3 |
| 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> | | | <u>57</u> |

MANAGEMENT MINOR

| | | | |
|-----------------------------|-----|--|-----------|
| MGMT | 260 | Principles of Management and Organizational Behavior | 3 |
| MGMT | 303 | Applied Management Strategies | 3 |
| One of the following: | | | 3 |
| BUAD | 100 | Perspectives on Business | |
| MGMT | 101 | Freshman Seminar in Management | |
| Electives: | | | 6 |
| BUAD | 265 | Leadership and the Classics | |
| MGMT | 262 | Human Resource Management | |
| MGMT | 350 | Negotiation and Relationship Management | |
| MGMT | 360 | Project Management | |
| <i>Total Hours Required</i> | | | <u>15</u> |

Human Resource Management majors and Leadership Studies minors who choose to add the Management minor should work with their academic advisors to make sure that selected courses meet all program requirements and are consistent with the guidelines for minor programs, as set forth in the catalogue.

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 | 100 | Perspectives on Business | 3 |
| BUAD | 241 | Business Statistics | 3 |
| BUAD | 322 | Legal Environment of Business | 3 |

| | | | Hours |
|-------------------------------|------------|---|-----------|
| BUAD | 441W | 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 | 375W | 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> | | | <u>57</u> |

MARKETING MINOR

| | | | |
|-----------------------------|------|-------------------------------|-----------|
| MKTG | 209 | Principles of Marketing | 3 |
| MKTG | 375W | 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> | | | <u>15</u> |