
SCHOOL OF BUSINESS AND ECONOMICS

School Dean: Dr. Daniel G. Messerschmidt

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

Economics Department Faculty: Dr. Bennett, Dr. Craig, Dr. Prante, Dr. Scheld, Dr. Schnur, Dr. Turek

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

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

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	Leadership Studies Minor
Accounting Minor	Management Major - General Emphasis
Business Administration Major	Management Major - Human Resources Emphasis
Business Minor	Management Minor - General
Economics Major-Financial Emphasis	Management Minor - Human Resources
Economics Major-General Emphasis	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
One of the following:			3
ACCT	311	Personal Income Tax	
ACCT	319	Corporate and Partnership Taxation	
Accounting courses:			
ACCT	301-302	Intermediate Accounting I, II	6
ACCT	313	Strategic Cost Management	3
ACCT	401	Advanced Accounting	3

			Hours
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

ACCT	201-202	Principles of Accounting I, II	6
ACCT	313	Strategic Cost Management	3
ACCT		Other ACCT course 300 and above	3
One of the following:			3
ACCT	311	Personal Income Tax	3
ACCT	319	Corporate and Partnership Taxation	<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:

FIN 150 Family and Personal Finance

Other courses 200 and above from ACCT, BUAD, ECON, FIN, MGMT, MKTG

Total Hours Required

Hours

6

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	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	405W	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

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

			Hours
Electives:			6
COMM	251	Intercultural Communication	
COMM	362	Crisis Communication	
COMM	412	Communication and Leadership	
PSYC	265	Industrial/Organizational Psychology	
<i>Total Hours Required</i>			<u>18</u>

MANAGEMENT MAJOR - GENERAL EMPHASIS

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, project, 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	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	International Management and Negotiation	3
MGMT	360	Project Management	3
MGMT	477	Management Consulting	3

Two courses from:

ACCT	325	Management Accounting	6
BUAD	243	Data Mining	
BUAD	265	Leadership and Classics	
MGMT	101	Freshman Seminar in Management	
MGMT	377	Study Abroad: International Management	
MGMT	399	Internship in Management	
PSYC	265	Industrial/Organizational Psychology	
<i>Total Hours Required</i>			<u>57</u>

MANAGEMENT MAJOR - HUMAN RESOURCE EMPHASIS

The human resource emphasis 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 selection, training and development, change management; compensation, performance 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

			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:			6
ECON	201	Principles of Economics-Micro	
ECON	202	Principles of Economics-Macro	
Courses within the human resource management emphasis:			12
MGMT	262	Human Resource Management	
MGMT	321	Training, Development, and Change	
MGMT	364	Workforce Planning, Staffing, and Compensation	
MGMT	477	Management Consulting	
Two courses from:			6
ACCT	325	Management Accounting	
BUAD	243	Data Mining	
PSYC	265	Industrial-Organizational Psychology	
MGMT	377	Study Abroad	
MGMT	399	Internship in Human Resource Management	
<i>Total Hours Required</i>			<u>57</u>

MANAGEMENT MINOR - GENERAL

MGMT	260	Principles of Management and Organizational Behavior	3
MGMT	303	Applied Management Strategies	3
MGMT	321	Training, Development, and Change	3
Six hours from:			6
BUAD	100	Perspectives on Business	
BUAD	265	Leadership and the Classics	
MGMT	262	Human Resource 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.

MANAGEMENT MINOR - HUMAN RESOURCE

MGMT	262	Human Resource Management	3
MGMT	321	Training, Development, and Change	3
MGMT	364	Workforce Planning, Staffing, and Compensation	3
Six hours from:			6
BUAD	100	Perspectives in Business	
MGMT	260	Principles of Management and Organizational Behavior	
MGMT	303	International Management and Negotiations	
PSYC	265	Industrial-Organizational Psychology	
<i>Total Hours Required</i>			<u>15</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:			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
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	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	398	Special Topics in Marketing	
*MKTG	399	Internship in Marketing	
MKTG	425	Interactive Marketing	
<i>Total Hours Required</i>			<hr/> 57

*Only one of these can be taken towards satisfying the six hours.

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	371	Market Research	
MKTG	372	Sales and Sales Management	
MKTG	380	Services Marketing	
MKTG	398	Special Topics in Marketing	
MKTG	399	Internship in Marketing	
MKTG	425	Interactive Marketing	
<i>Total Hours Required</i>			<hr/> 15