



Accounting
 Business Info Systems
 Finance

Global Business
 Health Care Admin.
 Human Resource Mgmt.
 Marketing

2019-2020 Student Handbook

Business Administration
 Economics

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2019-2020 Student Handbook

Purpose of the Handbook

The Handbook for the Business Administration and Economics Department is designed to provide the student with general and specific information about the majors, requirements and policies of the Department.

The Handbook is not intended to substitute for the Roanoke College Catalog. It is intended to be a supplement to the Catalog, as well as a reference source for guidelines and information which Department majors use frequently.

Each student will be given a copy of the Handbook by the Department upon acceptance into a the major.

Department Programs

The Department of Business Administration and Economics offers two degree programs: the Bachelor of Business Administration (BBA) and the Bachelor of Arts in Economics (BA). Each of these degrees, as every degree at Roanoke College, requires the completion of the General Education Curriculum in the Liberal Arts.

Accreditation

The Bachelor of Business Administration (BBA) major is accredited by the Accreditation Council for Business Schools and Programs (ACBSP). The Bachelor of Arts in Economics (BA) major is focused on the liberal arts approach to economics and does not seek business school accreditation.

Business Administration & Economics—Mission

Our mission is to educate students in how to draw upon the art and science of business administration & economics to prepare students academically and professionally, and thereby preparing them for responsible lives of learning, service, and leadership.

Business Administration

The mission of the Business Administration Program is to prepare academically and professionally well rounded students capable of continual independent learning and development in an ever changing global economy. Students will focus on the theoretical and practical components of a liberal arts business curriculum, including the deeper aspects of critical thinking, analytical skills development, ethical decision making practices, and intellectual communication. Our mission is implemented through a strong core course program to establish the fundamentals; selected concentrations in applicable fields of study to provide focus in areas of interest which includes accounting, business information systems, finance, global business, health care administration, human resource management, and marketing; extensive experiential projects and programs to provide a connection to real world practice; and a broad set of global enrichment and international opportunities that ease the integration of our students into the world economy.

Economics

Economics offers a powerful approach to addressing the critical issues facing humanity. For example, economists study how to eliminate poverty, address inequality, improve health, improve our natural environment, and avoid financial crises. Through close classroom interaction with faculty and classmates, our students will achieve intellectual maturity and develop the skills necessary to communicate with a wide variety of audiences, both inside and outside the academy. We are especially concerned with the ways that the field of economics impacts the social and natural world, and therefore stress both the esoteric and pragmatic aspects of economics. Because we view economics as solidly within the liberal arts, we are committed to examining the relationship between economics and other areas of knowledge. Students will therefore find it to be an excellent complement to many other majors, including, but not limited to public policy, sociology, history, environmental policy, mathematics, biology, and business administration, as well as concentrations such as gender studies and peace and justice studies.

Business Administration & Economics Faculty

Faculty

The Department of Business Administration and Economics has 18 full-time faculty members and additional adjunct faculty members. Each faculty member had business experience and/or teaching experience prior to joining the Department.

Steve Baker, Esquire received the B.B.A. at Roanoke College and the J.D. from George Mason University. He is currently an attorney at The Baker Law Firm.

W. Kevin Baker received the B.B.A. from Roanoke College, the MBA from Radford University, and the Ph.D. from Virginia Polytechnic Institute and State University. Prior to joining the Department in 1993, he held several teaching positions and worked as a small business manager/owner.

Tim C. Carpenter received the B.S. from Winthrop University, the M.S. and Ph.D. from University of Texas at San Antonio. Prior to joining the Department in 2015, he taught courses at University of Texas at San Antonio.

Michael Enz received the B.S. in Economics at University of Puget Sound, and the M.S. and Ph.D. from the University of Oregon. Prior to joining the Department in 2014, he taught courses at Framingham State University, Bentley University, and Western New England University.

Garry A. Fleming received the B.S., the M.A., and the Ph.D. from the University of Kentucky. Prior to joining the Department in 1987, he held teaching positions at Emory and Henry College, Stetson University, and Radford University.

Sharon C. Gibbs, C.P.A. received the B.S. and M.Acct. from Virginia Polytechnic Institute and State University. Prior to joining the Department in 2002, she was employed by Norfolk Southern Corp. She has also taught at Virginia Western Community College. She is chairperson of the department.

Michelle Hagadorn, C.P.A. received the B.B.A. from Roanoke College, the M.Acct. from Virginia Polytechnic Institute and State University, and the Ph.D. from North Central University. Prior to joining the Department in 2004, she was employed by Carilion Medical Center.

Alice Louise Kassens received the B.A. from the College of William and Mary and the Ph.D. from North Carolina State University. Prior to joining the Department in 2005, she held teaching positions at Washington and Lee University, North Carolina State University and UNC-Pembroke.

Gulfem Kutlu received the B.B.A. from Marmara University in Istanbul, Turkey, the MBA from Radford University, and the Ph.D. in Business Administration from Old Dominion University. Prior to joining the Department, she taught courses at Radford University and Old Dominion University.

William S. Marilla, Jr received the B.A. in Economics and Political Science at Hampden-Sydney College, and the MBA from the Webster University. Prior to joining the Department in 2017, he worked in Banking IT, Healthcare IT, Financial Services. He has also taught courses at Coastal Carolina University.

Christina McCart received the B.S., MBA, and the Ph.D. from Virginia Polytechnic Institute and State University. Prior to joining the Department in 1990, she worked for Dunn and Bradstreet and the National Bank of Blacksburg. She has also taught at Radford University and Virginia Tech.

Arnica Mulder, C.M.A., C.F.E. received the B.A. at Hogeschool van Utrecht and the MBA and the M.S. in Accounting from Old Dominion University. She has most recently worked as Senior Accountant at Luna Innovations, Inc. She is currently working on her Ph.D. in Advanced Accounting from North Central University.

Edward Nik-Khah received the B.A. from Rockhurst University, the M.A. and the Ph.D. from University of Notre Dame. Prior to joining the Department in 2005, he taught courses at Indiana University, South Bend and the University of Notre Dame.

Pamela Schlosser received the B.B.A. from University of Kentucky, the M.S. from Middle Tennessee State University, and the Ph.D. from Clemson University. Prior to joining the Department in 2009, she taught courses at Clemson University.

Gregory R. Shaff, C.P.A. received the B.B.A. and the M.S. from James Madison University. He is the previous founder and owner of Shirts & Other Stuff, Inc.

C. Michael Smith received the B.B.A. from Roanoke College, the MBA and the Ph.D. from Virginia Polytechnic Institute and State University. Prior to joining the Department in 2006, he worked in financial services and also taught courses at Virginia Polytechnic Institute and State University.

Johanna Sweet received the B.A. in communication studies from University of North Carolina at Wilmington, the MBA from East Carolina University, and the Ed.D. from George Washington University. Prior to joining the Department in 2015, she taught at the University of Maryland—University College, Campbell University, and East Carolina University.

Elisabeth Velazquez received the B.A. from the University of New Mexico, the M.A.T. from The School for International Training, Brattleboro, Vermont, and the Ph.D. from the University of Arizona. Prior to joining the Department in 1995, she held several teaching positions and worked as a small business manager/owner.

Part-time Faculty

Richard Bond received the B.S. in Accounting at Pennsylvania State University and the MBA at the University of Pittsburgh. He has most recently worked as Investment Counsel at Flippin, Bruce & Porter, Inc.

Norma Clifton, C.P.A. received the B.B.A. from Roanoke College and the MBA from Radford University. She operates her own accounting practice, specializing in taxation.

Raymond Leven received the B.A. at St. Lawrence University and the J.D. from Washington & Lee University. He is currently an attorney at Leon P. Ferrance, PC.

Cherie E. Powell received the B.B.A. in Business Administration and the B.A. in Psychology from Roanoke College, and the MBA from Radford University. She is currently the Communications Manager for Allstate Technology & Strategic Ventures.

Heather S. Shepardson received the B.S. at Longwood University and the MBA from Liberty University. She is currently the Vice President for Human Resources at Carilion Clinic.

Administrative Coordinator

Dreama Poore joined the Department in 2000 and became its administrative coordinator in 2008.

Facilities

In 1988, the Department of Business Administration and Economics moved from its former location in Miller Hall to the renovated Roanoke County Courthouse. The Courthouse was originally built in 1912 and was renamed Francis T. West Hall in 1998. It faces Main Street in Salem to the south and joins the rest of the campus to the north. It offers spacious, comfortable accommodations for students and staff including personal computer laboratories, classrooms, the department and faculty offices, and small student study/meeting rooms.

Academic Requirements

Admission Procedure

Admission to any of the Department's majors and/or concentrations requires approval of the Department. The specific requirements for each major/concentration are listed in the following sections of the handbook.

General Academic Requirements

Please refer to the academic catalog for information regarding the general academic requirements from Roanoke College.

The candidate must have earned a cumulative grade point average of at least 2.0 in all academic courses attempted (excluding courses offered and passed on a "pass-fail" basis). In addition, the student must meet the requirements for the Intellectual Inquiry Curriculum or the Honors Program Curriculum and for a major. The student must earn a cumulative grade point average of at least 2.0 in all Intellectual Inquiry Courses (INQ) attempted as well as a cumulative grade point average of 2.0 in all courses attempted in the major.

Students must satisfactorily complete the Intellectual Inquiry Curriculum requirements and the major requirements. Since these may be completed without reaching the total of 33.50 course units, students must elect courses from areas of personal interest and/or professional need to fulfill the remaining work.

Specific Majors

Business Administration

Admission Procedure

Admission to the B.B.A. program requires the approval of the department chairperson upon completion with a grade of C or better in Business Administration 110, and Mathematics 111 (or approved MATH equivalent) or INQ 240. In extenuating circumstances, a student may appeal and receive permission from the BUAD Admissions Committee, who will have final authority regarding admission to the program.

Students should review carefully the attached chart of B.B.A. Requirements and Prerequisites. (see page 6 of this Handbook.)

Course Requirements (Fall 2014 & after)

The degree of Bachelor of Business Administration requires the successful completion of 13 units in Business Administration and Economics: Business Administration 110, 215, 218, 225, 227, 233, 248, 254, 342, 348, and 499; Economics 121 and 122. Students should complete Business Administration 110, 215, 218, 225, and Economics 121 and 122 by the end of their sophomore year. Note that Business Administration 248 and 348 have Mathematics 111 and INQ 240 as prerequisites. Note that Economics 120 cannot be used for the BBA program.

NOTE: Students entering Roanoke College prior to Fall 2014, please see your advisor for your course requirements.

Course Methodology

Several of the courses in the B.B.A. program utilize the case study-group participation method of instruction. This method simulates actual business experiences that are likely to be encountered in future business careers and provides students with practice in exhibiting the public-speaking and decision-making skills and the poise necessary for such situations.

Economics

Admission Procedure

Admission to the B.A. program in Economics requires the approval of the department chairperson. An application should be submitted as soon as a student becomes interested in the major and shows evidence of possessing the quantitative and analytical skills required to satisfactorily complete this major.

Course Requirements

The major in Economics requires 11 units in economics as follows: Economics 121, 122, 321, 322, 347, 348, 461, and any four economics courses at the 200 level or higher (excluding Economics 416—Internship). Mathematics 111 or 121 is a prerequisite for Economics 321 and 322, and INQ 240 is a prerequisite for Economics 348. Economics 120 cannot be used for the Economics or Business Administration majors. Economics 120 can serve as a prerequisite for Economics 227, 257, and for Business Administration 233, for non-majors only.

Students should review carefully the attached chart of Economics Requirements and Prerequisites. (See page 7 of this Handbook.)

Double Majors

A student may decide to complete a program with a double major. This major could include two from Business Administration and Economics; or one from Business Administration and Economics and one from outside the department.

All requirements for each major must be completed and a maximum of five units may be applicable to both majors, provided that the total number of courses in both majors is no fewer than 17. If the majors are in different degree areas (B.A., B.S., B.B.A.), the student must select one degree to be awarded. If the major is interdisciplinary, the number of units applicable to each major must be approved by the appropriate chairperson.

Business Administration Checklist

INQ Sequence			Units	Credit	Business Administration			Units	Credit
INQ 110	Intellectual Inquiry (None)		1		ECON 121	Microeconomics (None)	GE		
INQ 120	Living an Examined Life (None)		1		ECON 122	Macroeconomics (None)	1		
INQ 300	Contemporary Issues		1		BUAD 110	Business Connections (None)	1		
					BUAD 215	Accounting Principles I (None)	1		
Natural Sciences and Mathematics Division			Units	Credit	BUAD 218	Information Systems (BUAD 215 and MATH 111 or perm.)	1		
INQ 240	Statistical Reasoning (None)		1		BUAD 225	Accounting Principles II (BUAD 215)	1		
INQ 250	Scientific Reasoning I (Lab Science)		1		BUAD 227	Legal and Labor Foundations of Business (None)	1		
MATH 111	Mathematical Models (None)		1		BUAD 233	Marketing Management (BUAD 110 or 215 and ECON 121 or 122)	1		
					BUAD 248	Business Analytics (MATH 111; INQ 240; BUAD 215 and 218)	1		
Social Sciences Division			Units	Credit	BUAD 254	Organizational Behavior (None)	1		
ECON 121	Microeconomics (None)		1		BUAD 342	Corporate Finance (ECON 121, 122; BUAD 218, 225)	1		
INQ 260	Social Scientific Reasoning I (May not be INQ 260EC)		1		BUAD 348	Operations Management (MATH 111; INQ 240; BUAD 110)	1		
					<i>Note: BUAD 342 and BUAD 348 prereqs include "declared BUAD major or perm"</i>				
Humanities & Fine Arts Division			Units	Credit	BUAD 499	Business Policy (BUAD 227, 233, 248, 254, 342, 348)	1		
INQ 270	Human Heritage I		1		<i>Note: BUAD 499 prerequisite includes "senior major status"</i>				
INQ 271	Human Heritage II		1						
Intensive Learning			Units	Credit					
IL			1						
Foreign Languages (through 201)			Units	Credit					
1.			1		Electives			Units	Credit
2.			1		1.		1		
3.			1		2.		1		
					3.		1		
Health and Human Performance			Units	Credit	4.		1		
HHP 160	Fitness for Life		.25		5.		1		
HHP - Other			.25		6.		1		
					7.		1		
					Global Requirement				
					Total Credits			33.50	

Disclaimer: The left-hand column applies to students who entered as freshmen. All transfer students should consult their advisor for a personalized list.

Note: Transfer students who bring in three or more courses that substitute for 200-level INQ courses, have exhausted their substitutions. If Math 111 and ECON 121 were not among these transferred courses, they must take those on top of INQ 241/251 and a second INQ 260 from a different discipline than the first INQ 260.

Economics Checklist

INQ Sequence	Units	Credit	Economics	Units	Credit
INQ 110 Intellectual Inquiry (None)	1		ECON 121 Microeconomics (None)	GE	
INQ 120 Living an Examined Life (None)	1		ECON 122 Macroeconomics (None)	1	
INQ 300 Contemporary Issues	1		ECON 321 Inter. Micro (ECON 121 or permission, MATH 111 or 121)	1	
			ECON 322 Inter. Macro (ECON 122 or permission, MATH 111 or 121)	1	
Natural Sciences and Mathematics Division	Units	Credit	ECON 347 The History of Economic Thought (Junior or Senior standing in ECON, or permission)	1	
INQ 240 Statistical Reasoning (None)	1		ECON 348 Econometrics (ECON 321 or 322, INQ 240 or perm.)	1	
INQ 250 Scientific Reasoning I (Lab Science)	1		ECON 461 Economics Seminar (Senior standing in ECON)	1	
MATH 111 or MATH 121	1		Choose four (4) from:	4	
			ECON 227 Health Economics (ECON 120 or 121)	4	
Social Sciences Division	Units	Credit	ECON 232 Money & Banking (ECON 121 & 122)		
ECON 121 Microeconomics (None)	1		ECON 242 Economics of the Public Sector and its Finance (ECON 121 & 122)		
INQ 260 Social Scientific Reasoning I (May not be INQ 260EC)	1		ECON 247 International Trade & Finance (ECON 121 & 122)		
			ECON 252 The Fed Challenge (Econ 121 & 122 and permission of instructor)		
Humanities & Fine Arts Division	Units	Credit	ECON 257 Comp, Monopoly, & Public Policy (ECON 120 or 121)		
INQ 270 Human Heritage I	1		ECON 261 Topics in Economics		
INQ 271 Human Heritage II	1		ECON 267 Labor Economics (ECON 120 or 121)		
			ECON 287 Economics and the Environment (ECON 120 or 121)		
Intensive Learning	Units	Credit	ECON 496 or 495/497 Honors Project (see catalog)		
Foreign Languages (through 201)	Units	Credit			
1.	1		Electives	Units	Credit
2.	1		1.	1	
3.	1		2.	1	
			3.	1	
Health and Human Performance	Units	Credit	4.	1	
HHP 160 Fitness for Life	.25		5.	1	
HHP - Other	.25		6.	1	
			7.	1	
			8.	1	
			9.	1	
			10.	1	
			Global Requirement		
			Total Credits	33.50	

Disclaimer: The left-hand column applies to students who entered as freshmen. All transfer students should consult their advisor for a personalized list.

Note: Transfer students who bring in three or more courses that substitute for 200-level INQ courses, have exhausted their substitutions. If Math 111 and ECON 121 were not among these transferred courses, they must take those on top of INQ 241/251 and a second INQ 260 from a different discipline than the first INQ 260.

Minor in Economics

The Minor in Economics requires seven (7) units in economics as follows: Economics 121 and 122, any three of the 300 level courses (321, 322, 347, and 348), and any other two (2) economics courses at the 200 level or higher. NOTE: Mathematics 111 or 121 is a prerequisite for Economics 321 and 322; and INQ 240 is a prerequisite for Economics 348.

	Unit	Credit
ECON 121 Principles of Microeconomics	1	
ECON 122 Principles of Macroeconomics	1	
Choose three (3) from:		
ECON 321 Intermediate Microeconomics (ECON 121 or perm., MATH 111 or 121)	1	
ECON 322 Intermediate Macroeconomics (ECON 122 or perm., MATH 111 or 121)	1	
ECON 347 History of Economic Thought (Junior or Senior Standing in Econ, or permission)	1	
ECON 348 Econometrics (Econ 321, 322 or permission and INQ 240)	1	
Choose two (2) from:		
ECON 227 Health Economics (ECON 120 or 121)		
ECON 232 Money & Banking (ECON 121 & 122)		
ECON 242 Economics of the Public Sector and its Finance (ECON 121 & 122)		
ECON 247 International Trade & Finance (ECON 121 & 122)		
ECON 252 The Fed Challenge		
ECON 257 Competition, Monopoly, & Public Policy (ECON 120 or 121)		
ECON 261 Topics in Economics		
ECON 267 Labor Economics (ECON 120 or 121)		
ECON 287 Economics and the Environment (ECON 120 or 121)		
ECON 321 Intermediate Microeconomics * (ECON 121 or perm., MATH 111 or 121)		
ECON 322 Intermediate Macroeconomics * (ECON 122 or perm., MATH 111 or 121)		
ECON 347 History of Economic Thought * (Junior or Senior Standing in Econ, or permission)		
ECON 348 Introduction to Econometrics * (Econ 321, 322 or permission and INQ 240)		

* may not count toward both "two from" and "three from"

Concentrations

General Information

The Department offers concentrations in the areas of Accounting, Business Information Systems, Finance, Global Business, Health Care Administration, Human Resource Management and Marketing.

Approval of the Department chairperson is required for admission to a concentration. Admission requires an overall grade point average of 2.0 and an overall 2.0 grade point average in courses that are prerequisites to concentration courses.

Completion of a concentration and its recording on a student's transcript require a 2.0 grade point average for the concentration courses. (See page 10, 11, and 12 of this Handbook.)

Accounting

The concentration in Accounting is achieved by completion of the following courses and their prerequisites: Business Administration 315, 325, 335, 345, 415, and 425. At least three of these courses must be taken at Roanoke College.

Business Information Systems

A concentration in Business Information Systems is achieved by the completion of the following courses and their prerequisites: Business Administration 218, 338, and 438; plus three courses selected from Business Administration 260 (approved by the department), 328, 368, 406, 416, INQ 241 (Mobile App Development only) INQ 260 (Information Systems topics approved by the department), and pre-approved IL course.

Finance

The concentration in Finance is achieved by completion of the following courses and their prerequisites: Business Administration 242, 342, 442, and Economics 232, and three courses selected from Business Administration 142, 315, 322 (½ unit repeated), 345, 352, 406 and 416, and Economics 242, 247 or 252.

Concentrations (con't)

Global Business

The concentration in Global Business is achieved by completion of the following program with a cumulative grade point average of at least 2.0: Business Administration 211, 215, 333; Economics 247; and two courses from Economics 287; French 311, German 311, Spanish 311, Political Science 231, 232, 333; an appropriate Business Administration 406 or 416, as approved by the department chair; a travel course in another country; a foreign language at the 202 level.

Health Care Administration

The Health Care Administration concentration is designed primarily for students interested in Hospital or Health Care Administration. It is likely that most of these students will pursue (eventually or immediately after graduation) a master's degree in Hospital/Health Care Administration. Ultimately, they would be likely to work for a hospital, health maintenance organization, or public or private medical facility. The concentration is achieved by completion of the following courses (with prerequisites noted): Business Administration 225 and 274; Economics 227; Sociology 223; Public Health Studies 201; and one additional course selected from Business Administration 264, 324, 364, 406 and 416.

NOTE: Business Administration 215 is prerequisite for Business Administration 225. Also Economics 121 is prerequisite for Economics 227.

Human Resource Management

The concentration in Human Resource Management is achieved by completion of the following courses and their prerequisites: Business Administration 274, 324, 334, 344; and choose one course from Business Administration 254 or Psychology 382; and choose one course from: Business Administration 211, 364, 374 or 416; Economics 267.

Marketing

A concentration in Marketing is achieved by the completion of the following program with a cumulative grade point average of at least 2.0: Business Administration 233, 343, 433, and 493, and two courses selected from Business Administration 333, 338, 353, 363, 406, 416, special topics course or a pre-approved IL course. The Marketing concentration is open to all majors who satisfy the GPA requirements stated above.

NOTE: Business Administration 218, 233, and INQ 240 are prerequisites for Business Administration 433. Also Business Administration 233, 343, 433 are prerequisites for Business Administration 493.

Advising

Each student who applies as a department major will be assigned a faculty advisor. It is the responsibility of the student to meet with the faculty advisor prior to registration for each term. The faculty advisor will assist students in planning their course schedules. Students should feel free to consult with their advisor, at any time, about academic matters.

Concentrations Checklist

Concentration in Accounting	Semester	Unit	Credit
BUAD 315 Intermediate Accounting I (BUAD 225)	Fall	1	
BUAD 325 Intermediate Accounting II (BUAD 315 or Perm.)	Spring	1	
BUAD 335 Cost Accounting (BUAD 225 and 218)	Fall	1	
BUAD 345 Income Taxation (BUAD 215 or Perm.)	Fall	1	
BUAD 415 Auditing (BUAD 315)	Spring	1	
BUAD 425 Advanced Accounting (BUAD 315)	Spring	1	
Concentration in Business Information Systems	Semester	Unit	Credit
BUAD 218 Information Systems (BUAD 215, MATH 111 or Permission)	Fall/Spring	1	
BUAD 338 e-Business (BUAD 218)	Spring	1	
BUAD 438 Systems Analysis & Design (BUAD 218 and Permission)	*	1	
Choose (3) three from the following:		3	
BUAD 260 Special Topics (as approved by the department)			
BUAD 328 Application Development in Business (BUAD 218)	Fall		
BUAD 368 Decision Support & Intelligent Systems (BUAD 218, INQ 240)	*		
INQ 241 Mobile App Development	*		
INQ 260 Social Scientific Reasoning (Information Systems topics only)	Fall/Spring		
BUAD 406 Independent Study	Fall/Spring		
BUAD 416 Internship	Fall/Spring		
Pre-approved IL course	*		
<i>* Course is not offered this academic year.</i>			
Concentration in Finance	Semester	Unit	Credit
BUAD 242 Investments (ECON 121, 122 and BUAD 225 or Perm.)	Fall/Spring	1	
BUAD 342 Corporate Finance (ECON 121, 122 and BUAD 218, 225)	Fall/Spring	1	
BUAD 442 Finance Capstone (BUAD 242 and 342, Econ 232 or Perm.)	Spring	1	
ECON 232 Money and Banking (ECON 121 & 122)	Fall	1	
Choose any three (3) units from:		3	
BUAD 142 Personal Finance (None)	Fall/Spring		
BUAD 315 Intermediate Accounting I (BUAD 225)	Fall		
BUAD 322 **Student Managed Fund (1/2 Units) (ECON 122 and BUAD 225)	Fall/Spring		
BUAD 345 Income Taxation (BUAD 215 or Perm.)	Fall		
BUAD 352 Fixed Income and Derivative Securities (BUAD 242 and 342)	*		
BUAD 406 Independent Study	Fall/Spring		
BUAD 416 Internship (See catalog)	Fall/Spring		
ECON 242 Economics of the Public Sector and its Finance (ECON 121 and 122)	*		
ECON 247 International Trade and Finance (ECON 121 and 122)	Spring		
ECON 252 The Fed Challenge (ECON 121, ECON 122, and Permission)	Fall		
<i>* Course is not offered this academic year.</i>			
<i>** may be repeated—see course description</i>			

Concentrations Checklist

Concentration in Global Business	Semester	Unit	Credit
BUAD 211 Global Management (None)	Fall	1	
BUAD 215 Accounting Principles (None)	Fall/Spring	1	
BUAD 333 Global Marketing (BUAD 233)	*	1	
ECON 247 International Trade & Finance (ECON 121 and 122)	Spring	1	
Choose two (2) from:		2	
ECON 287 Economics and the Environment (ECON 120 or 121)	Spring		
FREN 311 Building a Nation: French Civilization & Culture I	*		
GRMN 311 German Civilization & Culture	*		
SPAN 311 Civilization & Culture: Spain	Spring		
POLI 231 International Politics (POLI 101 or Perm.)	Spring		
POLI 232 International Organizations (Perm.)	Fall		
POLI 333 Global Political Economy (POLI 231)	Fall		
BUAD 406 Independent Study in Global Business (See catalog)	Fall/Spring		
BUAD 416 Internship (See catalog)	Fall/Spring		
A travel course in another country	May		
Foreign language at 202 level	Fall/Spring		
<i>* Course is not offered this academic year.</i>			
Concentration in Health Care Administration	Semester	Unit	Credit
BUAD 225 Accounting Principles II (BUAD 215)	Fall/Spring	1	
BUAD 274 Human Resource Management	Fall	1	
ECON 227 Health Economics (ECON 120 or 121)	Spring	1	
SOCI 223 Ethics and Medicine	Fall	1	
PHST201 Health and Society: Introduction to Public Health	Fall/Spring	1	
Choose one (1) from:		1	
BUAD 264 Foundations of Leadership (None)	*		
BUAD 324 Training, Development and Performance Management (BUAD 274)	Spring		
BUAD 364 Team Dynamics (BUAD 254 or PSYC 382)	Fall		
BUAD 406 Independent Study	Fall/Spring		
BUAD 416 Internship (See catalog)	Fall/Spring		
<i>* Course is not offered this academic year.</i>			

Concentrations Checklist

Concentration in Human Resource Management	Semester	Unit	Credit
BUAD 274 Human Resource Management (None.)	Fall	1	
BUAD 324 Training, Development, and Performance Management (BUAD 274)	Spring	1	
BUAD 334 Compensation and Benefits (BUAD 274, BUAD 218 Recommended)	Fall	1	
BUAD 344 Recruitment and Selection (BUAD 274)	Spring	1	
Choose one (1) from:		1	
BUAD 254 Organizational Behavior	Fall/Spring		
PSYC 382 Industrial/Organizational Psychology (PSYC 101 or 260PY)	*		
Choose one (1) from:		1	
BUAD 211 Global Management (None)	Fall		
BUAD 364 Team Dynamics (BUAD 254 or PSYC 382)	Fall		
BUAD 374 Negotiations (BUAD 274)	*		
BUAD 416 Internship (see catalog)	Fall/Spring		
ECON 267 Labor Economics (ECON 120 or 121)	*		
<i>* Course is not offered this academic year.</i>			
Concentration in Marketing	Semester	Unit	Credit
BUAD 233 Marketing Management (BUAD 110 or 215 and ECON 121 or 122)	Fall/Spring	1	
BUAD 343 Buyer Behavior (BUAD 233)	Fall	1	
BUAD 433 Marketing Research (BUAD 218 or COMM 350, BUAD 233, and INQ 240)	Fall	1	
BUAD 493 Marketing Capstone (BUAD 343 and 433)	Spring	1	
Choose any two (2) from:		2	
BUAD 333 Global Marketing (BUAD 233)	*		
BUAD 338 e-Business (BUAD 218)	Spring		
BUAD 353 Sales and Sales Management (BUAD 233)	Spring		
BUAD 363 Promotion Management (BUAD 233 or Perm.)	*		
BUAD 406, BUAD 416, special topics, or pre-approved IL course	Fall/Spring		
<i>* Course is not offered this academic year.</i>			

Course Descriptions—

110 Business Connections

This course is an introduction to the field of business with emphasis on business decision making through use of lectures, discussion, and invited speakers. The course also utilizes a focused computerized simulation project designed to integrate all the functional areas of business covered throughout the semester. Students will gain an introductory knowledge of all the functional areas including, but not limited to economics, globalization, entrepreneurship, accounting, finance, marketing, information systems, business analytics and operations, organizational behavior, business law, and human resource management. In addition, students will be exposed to important issues relating to business management, leadership, professionalism and ethics. Other areas of emphasis include team building and technological skills.

(1) Lecture: 3 hrs/wk.

142 Personal Finance

This course develops a comprehensive understanding of everyday financial matters such as banking, credit, home finances, planning, investing, and taxes. (1)

Lecture: 3 hrs/wk.

201 Fundamental Techniques in Accounting and Risk Management

This course will examine the risk management process—the way in which businesses and consumers assess, control, and transfer risk. As a primary mechanism for managing risk, insurance products will be described and analyzed regarding their design, usage, pricing, and sales strategies. In addition, the financial health of insurance providers will be examined using basic accounting principles and financial statement analysis.

(1) Lecture: 3 hrs/wk. (Cross-listed as ACSI 201)

210 Entrepreneurship

A survey of issues involved in starting and owning a small business including forms of ownership, acquisition of financing, marketing and operations concepts, culminating in the preparation of a simplified business plan.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 215.

211 Introduction to Global Management

An introduction to the organizational, legal, economic, human and cultural aspects of conducting and managing business internationally.

(1) Lecture: 3 hrs/wk.

Business Administration

215 Accounting Principles I

An introduction to the field of accounting and to the development of a broad understanding and use of accounting information. PC applications are utilized.

(1) Lecture: 3 hrs/wk.

218 Information Systems

This course explores the fundamental concept of information systems in modern organizations. The course provides intensive preparation in the most useful applications of computers in business.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 215 and Math 111 or permission.

225 Accounting Principles II

Continuation of broad understanding of how accounting principles, accounting practices, and financial data assist decision makers. Topics include corporations, analysis of accounting information, and managerial accounting, including cost accounting, planning, and control. PC applications are utilized.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 215.

227 Legal and Labor Foundations of Business

This course will integrate important components from Business Law with Human Resource Management. The course is designed to give a foundation in the concepts of Business Law and HRM. Assignments and projects will apply the concepts learned including the selection of an organizational form, applicable legal requirements, hiring process, performance appraisal, and designing a comprehensive HRM plan for a hypothetical business.

(1) Lecture: 3 hrs/wk.

233 Marketing Management

Principles, practices, and basic theoretical concepts in the field of marketing. Special attention will be given to sustainable business activities.

(1) Lecture: 3 hrs/wk. Prerequisites: Business Administration 110 or 215 and either Economics 121 or 122.

237 Employment Law

An overview of the statutory, constitutional and common law governing the employment relationship. Among topics covered will be the at-will employment doctrine, wrongful discharge, covenants not to compete, unemployment insurance, employee privacy and workplace freedom, collective action, discrimination in various forms, harassment, retaliation, wage and hour regulation, family and medical leave, and employee benefits.

(1) Lecture: 3 hrs/wk.

Course Descriptions—

242 Investments

An introduction to security analysis, principles, and problems of investments for individuals and firms; management of the securities by risk and purpose of investors.

(1) Lecture: 3 hrs/wk. Prerequisites: Business Administration 225 (for non-business majors, ACSI/BUAD 201 will satisfy the BUAD 225 prerequisites) and Economics 121 and 122, or permission.

248 Business Analytics

The objective of the course is for students to develop critical thinking and modeling skills which are essential requirements of the business decision making process. Critical thinking will be practiced through problem identification and solution. Problem solutions will require the identification and execution of applicable models and data sets. Thus a main portion of this course will be directed toward determining and finding appropriate data, learning the roles and limitations of different types of modeling tools, and then developing customized models using the appropriate data to solve business problems.

(1) Lecture: 3 hrs/wk. Prerequisites: INQ 240; Mathematics 111; and Business Administration 215 and 218.

254 Organizational Behavior and Management

An introductory examination of theoretical principles and practical applications related to managing and leading individuals and groups in the work setting.

(1) Lecture: 3 hrs/wk.

260 Topics in Business Administration

Selected topics involving problems and controversies of a social and political nature.

(1) Lecture: 3 hrs/wk.

264 Foundations of Leadership

A broad theoretical and practical overview of leadership concepts and principles. Topics will include, but are not limited to traits of effective leaders, ethics, team development, leadership theory, strategic leadership and conflict resolution. Students will be required to develop and present an original community-based leadership project proposal.

(1) Lecture: 3 hrs/wk.

274 Human Resource Management

The principles of employee selection, job design, performance appraisal, compensation, training and development, career management, safety and health, and labor relations.

(1) Lecture: 3 hrs/wk.

Business Administration

315 Intermediate Accounting I

This course examines the political environment and conceptual foundations, basic mechanics, and fundamental topics of financial reporting.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 225.

322 Student Managed Fund

The participants in this class will manage a portion of the College's general endowment fund by actively managing a portfolio under the supervision of a faculty member. The fund will be continuously managed, with the course portion being offered each (and every) semester. Students earn ½ unit per semester. A maximum of two units can be earned toward graduation with only one unit counting toward the Finance Concentration. Offered on a pass-fail basis (½)

Prerequisites: Economics 122 and Business Administration 225.

324 Training, Development and Performance Management

A deeper examination of the training functions in organizations, with particular emphasis on conducting a needs assessment and then designing, developing, conducting, and evaluating training. Students will conduct a training program as part of the course requirements. Students will also examine development of employees, performance management, and employee relations.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 274.

325 Intermediate Accounting II

Continuation of Business Administration 315.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 315 or permission.

328 Application Development in Business

A comprehensive overview of computer applications development in business using application programming and application development tools.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 218.

333 Global Marketing

This course introduces the students to political, cultural, and economic factors influencing the global marketing of goods and services. The students will learn about development of international products, pricing strategies, promotion techniques, and channels of distribution.

(1) Lecture/Case Study: 3 hrs/wk. Prerequisite: Business Administration 233.

Course Descriptions—

334 Compensation & Benefits

A deeper examination of compensation and benefits in organizations. Compensation topics will include strategies for pay increases, analysis of salary survey data, internal equity issues, and compliance and regulatory issues. Benefits topics will include statutory vs. voluntary benefits, paid time off, retirement plans, health and wellness benefits, regulatory issues, family-friendly benefits, and managing employee benefits.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 274. Business Administration 218 recommended.

335 Cost Accounting

The measurement of product cost arising from material procurement and use, employment of labor services, and overhead factors in job order and process settings. Budgeting, standard costs, and other tools for planning and control.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 218 and 225.

338 e-Business

Comprehensive coverage of electronic business and electronic transactions to include electronic marketing and retailing, electronic procurement and payment, cyber security, on-line auctions and shops, and web technologies for virtual communities in a global marketplace.

(1) Lecture: 2 hrs/wk; Lab 1 hr/wk. Prerequisite: Business Administration 218.

342 Corporate Finance

The principles of asset management, financial structure, and types of securities and their characteristics.

(1) Lecture: 3 hrs/wk.

Prerequisites: Business Administration 218 and 225, and Economics 121 and 122; declared Business Administration major or permission (for non-business majors, ACSI/BUAD 201 will satisfy the BUAD 218 and 225 prerequisite).

343 Buyer Behavior

This course provides a comprehensive overview of the theories related to buyer behavior. Students will learn how to apply these theories in marketing and retailing contexts.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 233.

344 Recruitment and Selection

A deeper examination of the staffing management function in organizations, including a focus on research and best practices for recruitment and selection. Particular attention will be given to conducting job analysis, developing interview questions, and evaluating candidates.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 274.

Business Administration

345 Income Taxation

Examination of the present federal tax law and development of the accounting principles and procedures involved in the preparation of tax returns. PC applications are utilized.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 215 or permission.

348 Production and Operations Management

Basic principles and problems of organizing and operating business facilities including functions, process, responsibilities, and techniques. Substantial computer applications.

(1) Lecture: 3 hrs/wk. Prerequisites: INQ 240; Mathematics 111; and Business Administration 110; declared Business Administration major or permission.

352 Fixed Income and Derivative Securities

This course considers advanced investment vehicles employed by both, investment practitioners and corporations. Students will gain understanding of how these markets work, how corporations use them to manage risk and how investors can use these instruments rationally.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 242 and 342.

353 Sales and Sales Management

An in-depth study of the steps associated with the personal selling process as well as the techniques required to motivate and manage a high performance sales force effectively.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 233.

363 Promotion Management

This course provides a comprehensive overview of the principles and problems faced in the area of promotion management. Students will gain understanding and practice in the development of an advertising campaign; the use of sales promotion tools; and issues in regulation, ethics, and the cultural impact of those activities.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 233 or permission.

364 Team Dynamics

An examination of the dynamics of team development and teamwork. Topics covered in this course will include, but are not limited to group theory, mission and goal development, team development, conflict management, problem solving, and team leadership. Students will be required to demonstrate competency in team leadership through the development of a class project in team dynamics.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 254 or Psychology 382.

Course Descriptions—

368 Decision Support and Intelligent Systems

A comprehensive study of managerial decision making and use of such tools as Data Base Management, Decision Support, and Intelligent Systems in solving business and management problems.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 218 and INQ 240.

374 Negotiations

The goal of this course is to help students understand and improve their negotiating and decision-making skills, as well as to understand the actions of others. The class includes extensive use of cases and experiential exercises.

(1) Lecture: 3 hrs/wk. Prerequisites: Business Administration 274.

395, 396 Henry H. Fowler Public Policy Seminar

A seminar taught with a scholar-statesperson that deals with a policy issue of public significance. (Made possible by the Henry H. Fowler Endowment. Open to selected students with department permission.)

(1, 1/2)

405, 406, 407 Independent Study and Research

A program of intensive study in Business Administration carried out under the direction of a member of the departmental staff. (Enrollment with the approval of the department.)

(1/2, 1, 1/2)

415 Auditing

A course covering the principles employed in the conduct of a financial statement audit.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 315.

416 Internship

Work experience in private or public sector, utilizing analytical tools, and including a student project.

Prerequisites: Business Administration 218 and permission of the department.

425 Advanced Accounting

A course focusing on the consolidation of financial statements. In addition, a brief introduction to international, governmental and nonprofit accounting is covered.

(1) Lecture: 3 hrs/wk. Prerequisite: Business Administration 315.

Business Administration

433 Marketing Research

A course providing students with the skills needed to define a research situation, construct the research model, collect and analyze data, generate and test the response or solution, and integrate the steps into a coherent project.

(1) Lecture: 3 hrs/wk. Prerequisites: Business Administration 218 or Communications 350, Business Administration 233, and INQ 240 .

438 Systems Analysis and Design

A comprehensive overview of the development of information systems in a business environment.

(1) Lecture: 3 hrs/wk. Prerequisites: Business Administration 218 and permission.

442 Finance Capstone

An in-depth analysis of financial theory, principles, and policies used in managing the firm's capital structure.

(1) Lecture: 3 hrs/wk. Prerequisites: Business Administration 242 and 342, and Economics 232, or permission.

464 Advanced Leadership

An advanced analysis of leadership topics including an applied experience in leadership practice. A special emphasis will be placed on the ethics of leadership. Students enrolled in this course will be required to propose and execute an actual community oriented project within the timeframe of the semester.

(1) Lecture: 3 hrs/wk. Prerequisites: Business Administration 264 and either Business Administration 364 or 374.

493 Marketing Capstone

In this capstone course, students will integrate the marketing material previously learned with their analytical/critical thinking skills to make marketing decisions. A variety of marketing concepts and techniques will be used to develop marketing objectives, strategies, and programs. The course will include case studies, evaluation of leading marketing articles, and use of simulations and the development of a formal marketing plan.

(1) Lecture: 3 hrs/wk. Prerequisites: Business Administration 343 and 433.

Course Descriptions— Business Administration

495, 496, 497 Honors Project

A program of independent study culminating in a paper, artistic creation, or performance. Prerequisite: To qualify for consideration to receive honors in the major, a student in his/her senior year or in the summer prior to the senior year, must work under the guidance of his/her committee. A written proposal and application must be approved by the committee and department. A minimum GPA of 3.4 in the major is required. 495 Honors Project is prerequisite for 497 Honors Project. (½, 1 ½)

499 Business Policy

The capstone course of the Business Administration curriculum. The students will use Strategic Management as the framework to integrate and apply the knowledge acquired from all the coursework in the Business Administration major. The course utilizes lecture, readings, case methodology, simulations, and a major project of starting a business entity.

(1) Lecture: 3 hrs/wk. Prerequisites: Business Administration 227, 233, 248, 254, 342, 348 and senior major status.

Course Descriptions—

120 Introduction to Economics

A course introducing the student to contemporary economic discourse, with an emphasis on the pricing mechanism, competitive and monopolistic markets, poverty and inequality, national income, and unemployment. (Not open to anyone majoring in Business Administration or Economics, or anyone currently enrolled in or having completed Economics 121 and 122).

(1) Lecture: 3 hrs/wk.

121 Principles of Microeconomics

An introduction to contemporary economic discourse, with an emphasis on the pricing mechanism, production, competitive and imperfectly competitive markets, game theory, poverty and inequality, public economics, and global trade.

(1) Lecture: 3 hrs/wk.

122 Principles of Macroeconomics

An introduction to contemporary economics discourse, with an emphasis on aggregate concepts and problems such as unemployment, inflation, growth, and international trade and the role of government in dealing with these problems.

(1) Lecture: 3 hrs/wk.

227 Health Economics

An examination of the production of health and the role of medical services, the determinants of the demand for medical care and the impact of health insurance, the determinants of the supply of medical services, the role of government in promoting health and the financing and delivery of health care, and the impact of behavioral factors on health.

(1) Lecture: 3 hrs/wk. Prerequisite: Economics 120 or 121.

232 Money and Banking

Money, credit, and the banking system with special emphasis on the role of money as a determinant of economic activity. Attention is also given to international monetary markets.

(1) Lecture: 3 hrs/wk. Prerequisites: Economics 121 and 122

Economics

242 Economics of the Public Sector and its Finance

An analysis of the relationship between the state and the market, with an emphasis on the role of the state in reducing poverty and inequality, promoting health, safeguarding the environment, addressing corporate power, and financing these activities through effective taxation.

(1) Lecture: 3 hrs/wk. Prerequisites: Economics 121 and 122

247 International Trade and Finance

An analysis of the benefits and costs of trade, the impact of trade barriers and controls, the effects of globalization, and the role of money and capital markets in international commerce.

(1) Lecture: 3 hrs/wk. Prerequisites: Economics 121 and 122.

252 The Fed Challenge

This course is an applied monetary policy course designed to expand the understanding of the Federal Reserve System and its role in the economy. A major focus of the course is the importance of Federal Open Market Committee decisions. Given the economy changes each year, the analysis of topics and potential topics will vary. The course will teach monetary policy and contains an academic competition as a component. *A maximum of two units can be earned toward graduation with only one unit counting toward the Economics major, Economics minor, or Finance concentration.*

(1)Lecture: 3 hrs/wk. Prerequisites: Economics 121 and 122 and permission of instructor.

257 Competition, Monopoly, and Public Policy

An examination of the role of the state in addressing corporate power. Topics emphasized include collusion, mergers, technology and intellectual property, and the uses of antitrust law and regulation.

(1) Lecture: 3 hrs/wk. Prerequisite: Economics 120 or 121

261 Topics in Economics

Selected topics involving problems and controversies of a social and political nature. (1) Lecture: 3 hrs/wk.

267 Labor Economics

Analysis of the short- and long-run aspects of the supply and demand for labor, with attention paid to labor market issues including wage inequality, human capital formation, and unemployment.

(1) Lecture: 3 hrs/wk. Prerequisites: Economics 120 or 121.

Course Descriptions—

287 Economics and the Environment

This course deals with various approaches to the relationship between economic activity and the environment, with an emphasis on examples drawn from various environmental issues and regions in our globalized world.

(1) Lecture: 3 hrs/wk. Prerequisites: Economics 120 or 121.

321 Intermediate Theory: Microeconomics

In-depth coverage of contemporary economics discourse, with an emphasis on the pricing mechanism, competitive and imperfectly competitive markets, game theory, the distribution of income, and public economics.

(1) Lecture: 3 hrs/wk. Prerequisites: Economics 121 or permission; Mathematics 111 or 121.

322 Intermediate Theory: Macroeconomics

An examination of the measurement, analysis, and control of aggregate economic activity, with particular attention to the roles played by government in achieving full employment and price stability.

(1) Lecture: 3 hrs/wk. Prerequisites: Economics 122 or permission, Mathematics 111 or 121.

347 History of Economic Thought

An examination of the most significant work in the history of economics, including that of the classical political economists and the neoclassicals, as well as present-day developments such as information economics. (1)

Lecture: 3 hrs/wk. Prerequisite: Junior or Senior Standing in Economics, or permission.

348 Introduction to Econometrics

An introduction to the statistical methods used in empirical economic research. The objective of the course is to provide both a working knowledge of econometric theory and an applied experience through estimating empirical models using econometric software.

(1) Lecture: 3 hrs/wk. Prerequisite: Economics 321 or 322 and INQ 240 (Statistics 101); or permission.

395, 396 Henry H. Fowler Public Policy Seminar

A seminar taught with a scholar- statesperson that deals with a policy issue of public significance. (Made possible by the Henry H. Fowler Endowment. Open to selected students with department permission.)

(1, 1/2)

Economics

405, 406, 407 Independent Study

A program of intensive study in economics carried out under the direction of a member of the departmental staff. (Open to majors with the permission of the department.)

(1/2, 1, 1/2)

416 Internship

Work experience in private or public sector, utilizing analytical tools, and including a student project. (Admission by permission of department. May not be counted toward major credit.)

(1)

461 Economics Seminar

An in-depth investigation of topical issues in economics at the advanced theory level.

(1) Lecture: 3 hrs/wk. Prerequisite: Senior standing in Economics or permission.

495, 496, 497 Honors Project

A program of independent study culminating in a paper, artistic creation, or performance. Prerequisite: To qualify for consideration to receive honors in the major, a student in his/her senior year or in the summer prior to the senior year, must work under the guidance of his/her committee. A written proposal and application must be approved by the committee and department. A minimum GPA of 3.4 in the major is required. 495 Honors Project is prerequisite for 497 Honors Project.

(1/2, 1, 1/2)

Internships

The purpose of the program is twofold:

- Provide a practical learning experience for students, in which they are able to utilize skills and knowledge learned in the classroom.
- Provide bright and diligent short-term apprentices for sponsoring employers. These apprentice-interns must produce work beneficial to the sponsor.

Application Procedures

All students interested in participating in the Business Administration and Economics Internship Program must complete the application procedures prior to the appropriate deadlines. It is important to understand that participation in the Internship Program is a privilege that must be earned, not a right to be claimed. More specifically, all applicants must meet a set of general requirements as well as a specific grade point average (G.P.A.) requirement. The internship application can be found from Inside Roanoke under forms for Business Administration and Economics.

General Requirements

All applicants will be judged according to the following criteria:

- Academic responsibility and maturity (as evidenced by class attendance, academic integrity, class participation, and overall attitude).
- Class performance in those areas most closely related to the proposed internship.
- Whether or not adequate time is available, given the applicant's course load, part-time jobs, extracurricular activities, etc.

G.P.A. Requirements

To apply, a student must have **junior or senior class standing** and have at least a **2.5 cumulative G.P.A.** A student may appeal for a waiver of the above requirements if that junior or senior has maintained a 2.5 G.P.A. in Business Administration and Economics over the last three full semesters (with any intervening Summer Business Administration and Economics courses also counted).

Dates and Deadlines

The Business Administration and Economics faculty will decide on applications at the December departmental meeting (for Spring internships) and at the April departmental meeting (for May, Summer, and Fall internships). Application forms must be completed and submitted to Dr. Hagadorn at hagadorn@roanoke.edu by December 1 for Spring term by April 1 for summer and August 15 for fall term.

Note: Students must justify in writing to be considered outside the deadlines.

Internship Procedures

It is the responsibility of the student to initiate the application process by talking with their faculty advisor or the internship director. This should be done during

registration for the next semester.

An internship placement requires a team effort between the student, internship director and career services. Students are encouraged to make an appointment with the career services to learn about the resources available to locate potential placements. Eligible students may also set up an internship and give contact information to the director. When the internship director agrees to provide credit to the eligible student, the student or the internship director will contact the prospective employer - preferably face to face - and make the initial arrangements.

Work performed by interns should be of a substantive nature, working with supervisors, intermediate managers, and professionals. The sponsoring employer must evaluate the intern's performance in a letter sent to the director.

Internships can only be counted towards a concentration if they are in the same functional area. Internships do not count as the business elective. All internships are to be graded on a pass-fail basis.

International Students

Please be aware that international students (those on F-1 student or J-1 exchange visas) must request special permission to undertake internships, whether paid or unpaid. The process varies depending on whether the internship is credit bearing or not. Any international students should contact Pamela Serota Cote, the Director of International Education, so that she can make you aware of the process. This is not generally a hindrance, but you need to make the appropriate arrangements ahead of time so you do not violate your legal status.

Requirements

While internships must conform to the specific situation, these general requirements are to be met in order to receive passing credit.

- 1) **Work:** An internship can be a full-time (40 hr/wk) situation during the summer, or a part-time situation (8-10 hr/wk) during the normal semester. The minimum requirement for credit is 120 hours of work.
- 2) **Signed Contracts:** Student Interns must agree to the contract as approved by Pathways and the BUAD department. Student Interns are also responsible for having their site supervisor fill out and sign our contract during the FIRST week of work.
- 3) **Journal:** Interns must complete 10 guided journal assignments. The journal is to be reviewed by the internship director at least once a week. Each journal should include: a) the number of hours worked b) a response to prompt provided. Please note each journal prompt is different. The journal is designed to be reflective, so we ask interns to be as candid as possible by including both the positive and negative experiences.

Internships (con't)

- 4) Evaluation: Student Interns must complete an evaluation of the internship including a survey of experiences, and a reflection paper. The reflection paper should provide a final discussion of the type of work performed, what was most interesting about the assignment, what problems were encountered and how they were solved, and what course work was applied to the internship and how the course work was integrated together. Students will also be evaluated by the firm.
- 5) An Internship Showcase: Student interns will each produce a poster about their internship and participate in a showcase at the end of the semester receiving credit (September for Summer Interns, December for Fall Interns, and April for Spring Interns). Posters should name and describe the company, describe the role as an intern, and list learning/project outcomes. They may include pictures of the site and/or the intern working.

The qualifications for candidates to this program include: (a) status as a rising junior, senior or graduate, (b) G.P.A. 3.0 or higher, (c) a high degree of motivation and work ethic, (d) the ability to work well in teams, (e) strong computer skills and (f) an entrepreneurial spirit. Competition for acceptance in this internship is keen. All interested candidates need to apply by sending a cover letter and resume via e-mail to the program director, Steve Baker at sabaker@roanoke.edu. Additional information can be found online at https://www.roanoke.edu/inside/a-z_index/business_and_economics/real-world_learning/roanoke_college_innovation_challenge.

IL 477—Intensive Learning Internship

An internship may be used to fulfill the Intensive Learning requirement if the project:

- Is a clearly focused, well-defined analytical study or research project of benefit to the sponsoring organization and limited in scope and breadth.
- Can reach conclusion within the proposed time frame.
- Provides opportunity for significant interaction with a faculty mentor. This faculty member will meet with the intern regularly and closely monitor progress on the project.
- Is the student's sole academic pursuit during the period of study.
- Results in the production of a paper, report, or other product.
- Is taken as IL 477 Internship, and graded on a traditional A-F scale.

The Roanoke College Innovation Challenge

The Center for Leadership and Entrepreneurial Innovation offers a unique summer internship experience in business research (including developing the business model and plan) called the "Innovation Challenge" for students interested in innovation and entrepreneurship. A select group of top students are recruited to participate from Roanoke College and other top national academic institutions. The participants are divided into teams and given the task to develop a business model and comprehensive business plan for a new innovation. The students research the patent/intellectual property process, organizational structure, production, marketing, financial aspects, funding, and possible exit strategies. The projects incorporate the knowledge base of many different academic disciplines; therefore, students with divergent backgrounds and experiences are encouraged to apply. In addition, students who participate in the program receive the following benefits: (a) internship credit, (b) free room and board, (c) exposure to leading speakers in a variety of different industries, (d) possible cash prizes for best team ideas (e) the possibility of equity ownership in successful start-ups and (f) the possibility of employment opportunities with successful start-ups.

Honors in Major Designation

In conjunction with earning either the Bachelor of Business Administration or the B.A. in Economics, a qualifying student may earn the Honors in Major Designation. This designation, which appears on both the college transcript and the diploma, is a program of independent study, culminating in a paper presented at an Honors Forum. At the discretion of the department chair and Honors Committee, the honors project may be completed in one term, in which case the student is enrolled in BUAD 496 (1 unit), or over the course of two terms by enrolling in BUAD 495 (1/2 unit) and BUAD 497 (1/2 unit), consecutively.

Qualifying students contemplating graduate school are encouraged to seriously consider earning the Honors in Major designation.

To qualify for the designation, a minimum G.P.A. of 3.4 in the major is required.

An interested student should complete the following steps:

- Meet with your academic advisor to determine if you qualify.
- Select a Business Administration or Economics faculty member, whichever is applicable, to be the major professor on the project. The major professor must be in the field of study of the project.
- In consultation with the major professor, select at least two additional faculty to serve on the committee. These two faculty members may come from any academic department. This faculty team is your Honors Committee.
- Submit a written proposal to your committee. If the project is approved by the committee and the department chair, permission to enroll in honors work for the following term will be forwarded to the Associate Dean.
- Enroll in BUAD 496 for the term in which you wish to complete the project, if a one-term project is desired, or in BUAD 495/497, in consecutive terms, if a two-term project is desired.
- Upon completion of the project, submit the appropriate number of copies of your paper to the Honors Committee for approval. Evaluation of your work is based on both your paper and an oral examination. A grade of "A-" or better on the project, as well as a minimum GPA of 3.4 in your major at the time of graduation, is required to receive the Honors in Major designation.
- After your project has received final approval by the Honors Committee, present the project at a forum held specifically for honors projects presentations.

BUAD 496 or BUAD 495/497 may be used as an elective within your major. See the Academic Catalog for further details.

Independent Study

It is the policy of the Department of Business Administration and Economics at Roanoke College to encourage upper-level students with exceptional potential to pursue an Independent Study. [Note: Such students have frequently completed (or will complete) all of their required Business courses by the end of the first semester of their senior year. They may also be participating or have participated in the Honors Program.] An Independent Study is an opportunity for students to extend their knowledge in an area of Business or Economics in which they have particular interest.

Because an Independent Study is designed to be a flexible, yet intensive learning experience, it requires significant commitment on the part of both the student and the sponsoring faculty member. The following guidelines have consequently been established to clarify the requirements for successful completion of an Independent Study.

While either the student or faculty member may take the initiative in the design of the Independent Study, the student is responsible for developing a written proposal of 2-3 pages.

- The written proposal is to include:
 - * the research question(s) and/or hypothesis(es) to be investigated;
 - * the importance of the study;
 - * an outline of the study; and
 - * a preliminary bibliography.
- The proposal must be submitted to the sponsoring faculty member at least three weeks prior to the end of the semester preceding the Independent Study.
- The proposal must be approved by the sponsoring professor and the department chairperson (either as initially submitted or as modified by the sponsoring professor and/or department chairperson with student agreement) by the end of the semester preceding the independent study.

Evaluation of the Independent Study will be the primary responsibility of the sponsoring professor. However, a second faculty member chosen by the student (subject to the approval of the sponsoring professor) will be asked to review the project and to provide the sponsoring professor with a suggested grade. A final grade will be at the discretion of the sponsoring professor.

International Study and Internship Opportunities

Opportunities for international study abound, either through participation in one of several international exchange programs in which Roanoke College participates, or by enrolling in a May travel course offered by Roanoke College faculty. Contact our Office of International Programs, located in the Administration Building, for further information. International internships are also available for qualified rising juniors and seniors, primarily through the Commonwealth of Virginia's International Internship Program. Many of these internships require a working knowledge of an appropriate foreign language.

Student Assistants

The Business Administration and Economics Department hires a limited number of students to assist the professors in test grading, preparation of assignments, record keeping, data collection for research, and other tasks. They have proven to be very helpful in many ways to faculty members, and the experience is quite beneficial for the students as they learn a lot about the department, various courses/disciplines within the department, and general administrative procedures.

Honors and Awards

Business Advisory Board Award

This award was established by alumni and friends of the Business Administration department. The prize is awarded annually to a rising senior in Business Administration, who demonstrates academic excellence and good student citizenship.

Richard deOlazarra Scholarship

This endowed scholarship was established to honor Richard deOlazarra who taught Marketing for 30 years. The scholarship will be awarded annually to an outstanding and deserving rising senior in the marketing concentration.

Darryl W. Lowry Endowed Scholarship

This endowed scholarship will be awarded annually to one outstanding rising senior in Economics. The recipient will be chosen by the Economics faculty each spring semester for the following academic year.

Lynch Scholarship in Finance

This endowed scholarship was established in honor of Dr. Larry Lynch, who taught finance for 37 years as well as chaired the Business Administration and Economics Department. This scholarship will be awarded annually to an outstanding rising senior in the finance concentration.

Omicron Delta Epsilon Award

This award goes to an Economics major who has made an outstanding contribution to undergraduate education. The recipient is chosen by the Economics faculty and receives an Omicron Delta Epsilon gold key pin.

Outstanding Student Awards

Awards are presented annually to seniors in Business Administration and Economics who have excelled in their fields. Also, awards are presented annually to seniors who have excelled in the concentrations of Accounting, Business Information Systems, Finance, Global Business, Health Care Administration, Human Resources Management, and Marketing.

The Dr. William A. Sandridge Leadership Award

This prize is given annually in honor of Dr. William A. Sandridge and is made possible by the faculty of the Business Administration and Economics Department. The recipient is selected by the department faculty from those graduating seniors who have demonstrated outstanding leadership qualities both within the department and in the campus community. The recipient is honored by having his or her name inscribed on the William A. Sandridge Plaque.

Senior Scholar

Annually, the department may recommend to the Dean as Senior Scholar a student whose work in each of our majors has been most exemplary. In order to be considered, students must have at least a 3.2 cumulative grade point average and must have completed at least 25 units of credit, of which a minimum of 17 units have been earned at Roanoke College. Eligibility is determined from among currently enrolled students on the basis of their academic records as of the end of the fall term. Senior Scholars are recognized at the annual convocation on Family Weekend and receive a certificate at the Spring Honors Convocation.

Spitz Scholarship in Experiential Learning

This endowed scholarship was established in honor of Dr. John Spitz, who taught economics and quantitative methods for 23 years. The scholarship will be awarded annually to a Business Administration or Economics rising senior, who has demonstrated excellence in academics and is engaged in experiential learning.

Spitz Award in Business Analytics

This award was established in honor of Dr. John Spitz, who taught economics and quantitative methods for 23 years. The prize will be awarded annually to a rising junior or senior, who has achieved excellence in business analytics.

Thomas and JoAnn Robertson Scholarship

This endowed scholarship was established by Dr. David Robertson and Kathryn Robertson in memory of his parents, Thomas and JoAnn Robertson, friends of Roanoke College. The scholarship will be awarded annually to a transfer student in Business Administration, who demonstrated academic excellence, good student citizenship, and financial needs.

Honorary and Professional Organizations

Delta Mu Delta

This national honor society in Business Administration recognizes superior academic achievements of majors in business and management programs. The student must have an overall grade point average of at least 3.25 and be in the top 20% of his or her class.

Entrepreneurship Club

The Collegiate Entrepreneurs Organization at Roanoke College is focused on helping like-minded future entrepreneurs connect and share ideas. This club is open to all Roanoke College students from any year and major. The club is affiliated with the Collegiate Entrepreneurs Organization (CEO) which has over 200 campus chapters throughout North America.

Omicron Delta Epsilon

This national honorary Economics society is open to Economics majors with excellent academic standing. The student must have an overall grade point average of at least 3.0 and at least a 3.0 grade point average in four or more Economics courses.

RotarAct

RotarAct is a community service organization that seeks to connect you with members of the community and fellow students that share the same desire of giving back. Their mission is to provide service, encourage integrity, promote high ethical standards, and consider the well-being of others in a community and worldly setting. RotarAct is open to all Roanoke College students from any year and major.

Society of Human Resource Management

The primary purpose of the Roanoke College student chapter of the Society of Human Resource Management is to assist in the training of future Human Resource Managers. The chapter does this through guest speakers, service projects and organizational meetings. The club welcomes anyone, who is interested in building effective human relations within an organization and is attending at Roanoke College. The chapter was chartered in 1997 under the sponsorship of the local professional group, i.e. the Roanoke Valley Chapter of the Society of Human Resource Management.

Appendices

Oral Presentation Rubric.....Appendix 1

Writing Rubric..... Appendix 2

Oral Presentation Rubric

class: BUAD

Student Name: _____

Score	Below Basic (Rating = 1)	Basic (Rating = 2)	Proficient (Rating = 3)	Advanced (Rating = 4)
Professionalism				
Eye Contact	No eye contact with audience, as entire report is read from notes.	Displayed minimal eye contact with audience, while reading mostly from the notes.	Consistent use of direct eye contact with audience, but still returns to notes.	Holds attention of entire audience with the use of direct eye contact, seldom looking at notes.
Mannerisms	Tension and nervousness is obvious; has trouble recovering from mistakes. No movement or descriptive gestures.	Displays mild tension; has trouble recovering from mistakes. Very little movement or descriptive gestures.	Makes minor mistakes, but quickly recovers from them; displays little or no tension. Made movements or gestures that enhance articulation.	Student displays relaxed, self-confident nature about self, with no mistakes. Movements seem fluid and help the audience visualize.
Verbal Skills	Student mumbles, incorrectly pronounces terms, and speaks too quietly for a majority of students to hear.	Student's voice is low. Student incorrectly pronounces terms. Audience members have difficulty hearing presentation.	Student's voice is clear. Student pronounces most words correctly. Most audience members can hear presentation.	Student uses a clear voice and correct, precise pronunciation of terms so that all audience members can hear presentation.
Tone	Shows absolutely no interest in topic presented.	Shows some negativity toward topic presented.	Occasionally shows positive feelings about topic.	Demonstrates a strong, positive feeling about topic during entire presentation.
Business Attire	Student did not wear proper attire.	Student wore less than appropriate attire.	Student wore appropriate attire.	Student wore professional attire.
Business Professional includes NO T-shirt, blue jeans, low cut shirts, shorts, hats, sunglasses.				
COMMENTS: _____				
Content				
Subject Knowledge	Student does not have grasp of information; student cannot answer questions about subject.	Student is uncomfortable with information and is able to answer only rudimentary questions.	Student is at ease with expected answers to all questions, without elaboration.	Student demonstrates full knowledge by answering all class questions with explanations and elaboration.
Consistency Organization	Audience cannot understand presentation because there is no sequence of information.	Audience has difficulty following presentation because student jumps around.	Student presents information in logical sequence which audience can follow.	Student presents information in logical, interesting sequence which audience can follow.
Mechanics	Student's presentation has five or more spelling and/or grammatical errors.	Presentation has three to five misspellings and/or grammatical errors.	Presentation has no more than two misspellings and/or grammatical errors.	Presentation has no misspellings or grammatical errors.
COMMENTS: _____				
Supporting Materials				
Quality of Slides	80% of the slides/media are difficult to read and understand. Others contain too much information or have illegible font.	50% of the slides/media are easy to read and understand. Others contain too much information or have illegible font.	80% of the slides/media are easy to read and understand. Others contain too much information or have illegible font.	slides/media support the presentation and are easy to read and understand.
Visual Aids/Handouts	Poor use of visual materials. No handouts provided.	Very little use of visual aids. Visual aids that are presented are less than adequate.	Visual aids are adequate but do not inspire engagement with the material.	Visual aids are well done and are used to make presentation more interesting and meaningful.
COMMENTS: _____				

Writing Rubric – BUAD – Roanoke College

Name: _____

Course: _____

TRAITS	SCORE	Below Basic (Rating = 1)	Basic (Rating = 2)	Proficient (Rating = 3)	Advanced (Rating = 4)
Material Delivered		Material delivered fails to meet the intended objective of the assignment.	Material delivered is weak, simplistic, unclear, or too broad as compared to the assignment.	Material delivered represents clear understanding of the topic and meets the objectives of the assignment.	Material delivered represents clear understanding of the topic and exceeds the objectives of the assignment in multiple areas.
Reasoning		The writer's thought processes are uncritical, illogical, superficial, or simplistic. Lacks acceptable interpretation of research conducted.	The writer's thought processes are logical in some places but faulty or simplistic in other areas of the assignment. Limited interpretation of research conducted.	The writer's thought processes are logical and consistent throughout the assignment. Shows evidence of interpretation of research conducted.	The writer's thought processes demonstrate sophistication of thought, recognizing multiple dimensions and/or perspectives throughout the assignment. Solid evidence of personal interpretation of research conducted.
Evidence of Research		Little to no evidence, or evidence is inappropriate for the purpose of the assignment.	Limited evidence provided or indication that it is inaccurate, irrelevant, or poorly documented.	Evidence is accurate, well documented, and relevant, providing adequate support for the purpose of the assignment.	Evidence is relevant, accurate, well integrated, and well documented, providing clear supporting argument for the purpose of the assignment.
Organization and Structure		Lacks a sense of overall structure; no sense of beginning, middle, or end. No paragraphs or division into paragraphs. Lacks logical flow. Lacks transitional words, phrases, and sentences between or within paragraphs. Significant repetition of similar thoughts.	Contains an overall sense of beginning, middle, and end, but paragraph sequence may be confusing. The order or balance of ideas within paragraphs is inconsistent. Little or inappropriate use of transitional wording. Some repetition of similar thoughts.	Effective structure and arrangement of ideas. Order or balance of ideas within paragraphs is generally consistent and cohesive. Transitions between thoughts / ideas are present but may have some discontinuity. Little repetition of similar thoughts.	Rational, sensible, and deliberate structure that enhances and clarifies meaning. Transitions show clear relationships among ideas. Ideas and thoughts are not repeated.
Style and Mechanics		Multiple and serious errors of sentence structure, grammar, spelling and capitalization, or punctuation such that communication is hindered. Vocabulary used is very limited.	Sentences show some errors of structure, grammar, punctuation, spelling and/or capitalization. Sentences exhibit little or no variety. Limited vocabulary and word usage.	Effective and varied sentences; only occasional errors in sentence construction, punctuation, spelling and/or capitalization. Good vocabulary and word usage.	Sentences structured effectively; rich, well-chosen variety of sentence styles and length; virtually free of punctuation, spelling, capitalization errors. Exceptional vocabulary and word usage.



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