



**HARLEY LANGDALE, JR.
COLLEGE OF BUSINESS ADMINISTRATION**

Dr. L. Wayne Plumly, Jr., Dean
214 Thaxton Hall

The three departments within the Harley Langdale, Jr. College of Business Administration offer the Bachelor of Business Administration (BBA) with majors in accounting, finance, economics, marketing, management, and international business. The Master of Business Administration (MBA) and Master of Accountancy (MAcc) degrees are available to graduate students.

Mission Statement

Langdale College

- provides a personalized learning environment where students can acquire knowledge, skills, and ethical and global awareness needed for successful managerial and professional careers
- supports application and expansion of knowledge through research, with emphasis on contributions to practice and learning-pedagogical research
- builds relationships with stakeholders to promote economic development in our region

Undergraduate Program Objectives

Students majoring in programs of the Langdale College of Business Administration will be

1. able to effectively utilize analytical skills to solve business problems
2. effective oral and written communicators in a business environment
3. able to recognize and resolve business dilemmas in a legal and ethical manner
4. aware of the global business environment
5. competent in management-specific areas
6. cooperative and productive in group settings
7. competent in the use of technology

ACCREDITATION

The programs of the Harley Langdale, Jr. College of Business Administration (Langdale College) are accredited by AACSB International–The Association to Advance Collegiate Schools of Business. Fewer than one-third of the business programs in the United States have achieved this distinction of quality. Part of the accreditation process requires ongoing curriculum assessment.

ASSESSMENT

With the support and cooperation of the Langdale College faculty, administration, and staff, the Langdale College Assurance of Learning Oversight Committee has the primary responsibility of assessing Langdale College students' achievement of the Undergraduate Program Objectives, evaluating the assessment results, and recommending curriculum improvements when appropriate. The Committee utilizes many different direct and indirect assessment techniques. Examples of these techniques are below.

Students majoring in programs of the Langdale College of Business Administration:

1. will identify and evaluate the factors that influence business decisions in a multinational corporate case study.
2. will assimilate and analyze business information using appropriate computer software.
3. will work as a team to complete a project in a Langdale College course.
4. will demonstrate management-specific knowledge by answering embedded multiple-choice questions.
5. will identify ethical solutions to a hypothetical business dilemma.

INTERNSHIPS AND CO-OP OPPORTUNITIES

Internships are available for business majors in the areas of accounting, economics, finance, management, and marketing. Designed as 3-semester-hour senior-level courses, these internships allow students to apply knowledge learned in the classroom, attain work experience, and clarify career goals. Students are placed with major employers in business, industry, and government, and do substantive work while being supervised by a company manager. Practical work experience is also available through the Cooperative Education Program. Interested students should contact the Co-Op Office for more details, 229-333-7172.

REQUIREMENTS FOR ADMISSION TO THE HARLEY LANGDALE, JR. COLLEGE OF BUSINESS ADMINISTRATION

Freshmen and sophomore students who declare their intention to pursue one of the majors in business administration may be accepted for advising by business faculty or staff.

All students who wish to pursue one of the majors in business administration beyond their sophomore year must be accepted to the senior college of the Harley Langdale, Jr. College of Business Administration. Students who meet the following criteria are accepted.

1. Completion of all junior college requirements of the Harley Langdale, Jr. College of Business Administration.
2. Successful completion of both parts of the Regents' Testing Program (RGTR 0196 and RGTR 0197).
3. A minimum over-all Grade Point Average (GPA) of 2.80 (on a 4.00 scale). The GPA calculation is based on all course work, including transfer credits. Alternatively, this portion of the requirement can be met with an overall GPA of at least 2.50 and a GPA of at least 3.00 on the last 30 semester hours.

4. A minimum grade of “C” in all courses in Area F of the junior college core curriculum.

Non-business majors may enroll in 3000- and 4000-level business courses if the business courses are required in their major programs. Other non-business majors may enroll in 3000- and 4000-level business courses only if (a) they have completed at least 60 semester hours prior to the semester of enrollment, (b) they have met the specific prerequisites for the course as listed in the course description, and (c) they have permission of the Dean or Associate Dean of Langdale College. Non-business majors are limited to less than 30 semester hours of undergraduate business courses, including course work transferred from other institutions.

ACADEMIC REQUIREMENTS

Business majors are required to earn minimum grades of “C” in all senior college courses related to their majors. Business majors must have a minimum cumulative GPA of 2.00 to graduate from the Harley Langdale, Jr. College of Business Administration.

MINIMUM REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE

All departmental majors leading to the Bachelor of Business Administration degree have the following Core Curriculum:

Core Curriculum Requirements for the Bachelor of Business Administration Degrees

Core Areas A-E (See VSU Core Curriculum)	42 hours
Area F Requirements ¹	18 hours
CISM 2201	3 hours
BUSA 2106	3 hours
ECON 2105, ECON 2106	6 hours
ACCT 2101, ACCT 2102	6 hours

¹The grade in each of these courses must be a “C” or better.

Students completing Area F courses in Areas B through E will be required to substitute VSU core curriculum courses as part of their Area F requirements. Students should see their advisor to ensure that appropriate courses are selected in order to satisfy this requirement.

GENERAL BUSINESS ADMINISTRATION (BUSA)

General Business Administration courses are taught by faculty from the departments of Accounting and Finance, Marketing and Economics, and Management. The College of Business Administration does not offer a major in General Business Administration.



DEPARTMENT OF ACCOUNTING AND FINANCE

Dr. Leonard Weld, Department Head

Room 214, Pound Hall

The Department of Accounting and Finance is a multidisciplinary department with programs that lead to a B.B.A. degree in Accounting and a B.B.A. degree in Finance.

The programs of the department are designed to give students the basic knowledge, skills, and values that build upon the foundation provided by the University Core Curriculum and are required for professional careers in business and not-for-profit organizations. Each program stresses critical thinking skills, cooperative learning, oral and written communication abilities, and the application of knowledge to solve business problems. Undergraduate students are able to gain relevant work experience in their major through the VSU Co-op Program and independent internships.

The courses in the undergraduate accounting program: (1) provide an understanding of the importance of accounting systems and financial disclosures for profit-seeking entities and not-for-profit organizations; (2) teach students how to acquire, process, and analyze information; (3) provide rigorous preparation for accounting careers in industry, government, and public practice.

The courses in the finance program: (1) provide an understanding of the importance of financial information and decision-making for businesses, government, investors, and creditors; (2) teach students how to acquire, process, and analyze information; (3) provide rigorous training for finance careers in industry, financial institutions, and government.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE WITH A MAJOR IN ACCOUNTING

Educational Objectives of Accounting Majors

An accounting graduate will be able to

1. demonstrate fundamental knowledge in the functional areas of accounting: financial and managerial reporting, taxation, information systems, and auditing.
2. explain ethical and legal responsibilities of an accounting professional.
3. apply computer technology skills in an accounting context.
4. apply and perform research techniques in an accounting context.

Examples of Outcome Assessments

1. Pre-tests and post-tests in fundamental areas of accounting.
2. A common rating instrument to evaluate written and oral communication skills (including use of presentation software).
3. Case studies to evaluate critical thinking and problem-solving skills.
4. Application-based testing of spreadsheets, accounting databases research skills, and accounting general ledger software.

Requirements

Core Areas A-E (See VSU Core Curriculum) **42 hours**

Area F Requirements¹ **18 hours**

CISM 2201 3 hours

BUSA 2106 3 hours

ECON 2105, ECON 2106 6 hours

ACCT 2101, ACCT 2102 6 hours

¹The grade in each of these courses must be a “C” or better.

Accounting Major Curriculum **60 hours**

Required Senior College Core ¹ 18 hours

BUSA 2100, BUSA 4900, ENGL 2010, FIN 3350,
MGNT 3250, MKTG 3050

Required Accounting Core ¹ 18 hours

ACCT 3201, ACCT 3202, ACCT 3400,
ACCT 4410, ACCT 4500, ACCT 4800

Accounting Electives ¹ (select two) 6 hours

ACCT 3100, ACCT 3203, ACCT 3250,
ACCT 3700, ACCT 4400, ACCT 4980

Accounting and Business Electives ¹ : 9 hours

Any three 3000-level or 4000-level business courses

General Electives ² (6 hours must be non-business) 9 hours

¹ The grade in each of these courses must be a “C” or better.

² If CISM 2201 or CS 1000 is not taken in Area F, it is required here.

Total hours required for the degree **120 semester hours**

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE
WITH A MAJOR IN FINANCE**

Educational Objectives of Finance Majors

A finance graduate will be able to

1. demonstrate a working knowledge of corporate finance, financial institutions, markets, and instruments.
2. demonstrate an ability to gather, interpret, and analyze financial information.
3. demonstrate knowledge of current issues related to finance.

Examples of Outcome Assessments

1. Finance-related cases that require solving unstructured problems are used to assess problem-solving ability, research skills, and mastery of finance content.
2. Written examinations are used to assess knowledge of the functional areas of finance.
3. Oral presentations are used to assess knowledge of current finance issues.

Core Areas A-E (See VSU Core Curriculum)	42 hours
Area F Requirements ¹	18 hours
CISM 2201	3 hours
BUSA 2106	3 hours
ECON 2105, ECON 2106	6 hours
ACCT 2101, ACCT 2102	6 hours

¹The grade in each of these courses must be a “C” or better.

Finance Major Curriculum	60 hours
Required Senior College Core ¹	18 hours
BUSA 2100, ENGL 2010, FIN 3350, MGNT 3250, MKTG 3050, BUSA 4900	
Required Finance Core ¹	12 hours
FIN 3360, FIN 4760, FIN 4520, and FIN 4310 or FIN 4900	
Elective Business Courses from the following ^{1,2}	12 hours
Any 3000- or 4000-level ACCT, ECON, or FIN course not listed above	
Elective Business Courses ^{1,3}	9 hours
Any 3000- or 4000-level business course not selected above	
Non-Business Electives ^{4,5}	9 hours

Total hours required for the degree 120 semester hours

¹ The grade in each of these courses must be a “C” or better.

² Of these 12 hours, at least 3 hours of accounting and 3 hours of economics must be selected

³ If BUSA 2106 is not taken in Area F, it is required here.

⁴ If CISM 2201 or CS 1000 is not taken in Area F, it is required here.

⁵ If MATH 1261 is not taken in Area D, it is required here.

INTERNAL AUDITING CERTIFICATE

All BBA students who have a cumulative grade point average (GPA) of 2.8 or higher, have completed at least 60 semester hours of work that counts toward the completion of the BBA degree, and have been formally accepted into the Langdale College (if BBA not previously earned) may submit an application to the Internal Auditing Certificate Coordinator. Contingent on seating space, applicants meeting the above criteria will be accepted into the program. Once admitted into the program, students who successfully complete the BBA degree (if not previously earned), attend one local Institute of Internal Auditors' chapter meeting, and earn at least an GPA of 2.8 in the courses listed below, each with a grade of “C” or better, will be awarded the Internal Auditing Certificate by the Department of Accounting and Finance. The program is currently endorsed by the Institute of Internal Auditors at the Basic level.

The Internal Auditing program's course requirements may be completed within the 120 hours provided by the BBA degree. However, accounting and business electives must be selected so that they include ACCT 3100, ACCT 3250, and ACCT 3700. Students must earn a cumulative GPA of at least 2.8 in the following courses, each with a grade of “C” or better:

Area F: ACCT 2101, ACCT 2102, BUSA 2106

Required Senior College Core: MGNT 3250 and MKTG 3050

Accounting and Business Electives: ACCT 3100, ACCT 3250, ACCT 3700



**DEPARTMENT OF MANAGEMENT
AND INTERNATIONAL BUSINESS**

Dr. Phyllis G. Holland, Head
Room 215, Pound Hall

The Department of Management and International Business offers the Bachelor of Business Administration (BBA) with a major in international business and the BBA with a major in management. The department also offers courses in the Master of Business Administration (MBA) degree, the Human Resources Management Certificate program, and the Healthcare Administration Certificate program.

The international business major is designed to prepare students for careers in international business. The major integrates international business topics and theories with other functional areas of business and will serve to develop students' foreign language skills; to understand global, cultural, and political issues; and to provide the experience of living in another culture.

The management major is designed to give students the basic knowledge, skills, and values of management that build on the foundation provided by the University Core Curriculum and that are required for professional careers in management. The program of study provides courses in key areas of management education: organization behavior and development, human resources management, information systems, operations management, and small business management. The program stresses the importance of critical thinking skills, diverse cultural perspectives, and ethical awareness.

Management majors may earn a Certificate in Human Resources Management by selecting specific courses within the major. The certificate will be awarded upon successful completion of the BBA and the human resources program of study. The requirements for the certificate may be completed within the 120 hours required for the BBA.

Management majors are able to gain relevant work experience through the VSU Co-op Ed Program and independent internships.

Selected Educational Outcomes

Management Majors will

1. Demonstrate knowledge of management concepts and processes and their applications in organizations
2. Plan, organize, lead, and control in a variety of organizations and cultures
3. Recognize and resolve managerial issues using quantitative and behavioral methods and interpersonal skills

Educational outcomes are assessed by pre- and post-testing of major course content, surveys, and examination of projects.

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE
WITH A MAJOR IN MANAGEMENT**

Requirements

Core Areas A-E (See VSU Core Curriculum) **42 hours**

Area F Requirements¹ **18 hours**

CISM 2201 3 hours

BUSA 2106 3 hours

ECON 2105, ECON 2106 6 hours

ACCT 2101, ACCT 2102 6 hours

¹The grade in each of these courses must be a “C” or better.

Management Major Curriculum **60 hours**

Required¹ 33 hours

BUSA 2000, BUSA 2100, ENGL 2010, FIN 3350,
MGNT 3250, MGNT 3300, MGNT 4000, MGNT 4640,
MGNT 4800, CISM 3450, MKTG 3050, BUSA 4900

Management Electives¹ 9 hours

Any 3000- or 4000-level MGNT course not
required above or BUSA 3110 or HCAD 4100

Business Electives¹ 9 hours

Any 3000- or 4000-level ACCT, BUSA, CISM,
ECON, FIN, HCAD, IB, MGNT, or MKTG or courses
not required or selected above

Non-Business Electives^{2,3,4,5} 9 hours

Total hours required for the degree **120 semester hours**

¹ The grade in each of these courses must be a “C” or better.

² If BUSA 2106 is not taken in Area F, it is required here.

³ If CISM 2201 or CS 1000 is not taken in Area F, it is required here.

⁴ If MATH 1261 is not taken in Area D, it is required here.

⁵ If a foreign language is not taken in Area C, it is required here.

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE
WITH A MAJOR IN INTERNATIONAL BUSINESS**

Educational Outcomes of International Business Major

International Business majors will

1. Demonstrate basic reading and conversational skills in a language other than their native language.
2. Demonstrate knowledge of cultural differences as they relate to conducting business in a global context.
3. Demonstrate knowledge of basic international trade and related concepts.

Assessment of educational outcomes will be the responsibility of the faculty teaching courses in the international business curriculum. Methods used to assess the outcomes will include examinations, quizzes, oral presentations, written assignments, and projects.

Requirements

Core Areas A-E (See VSU Core Curriculum)	42 hours
Area F Requirements ¹	18 hours
CISM 2201	3 hours
BUSA 2106	3 hours
ECON 2105, ECON 2106	6 hours
ACCT 2101, ACCT 2102	6 hours

¹The grade in each of these courses must be a “C” or better.

International Business Major Curriculum **60 hours**

Required Courses for Major ¹	33 hours
BUSA 2000, BUSA 2100, ENGL 2010, FIN 3350, MGNT 3250, IB 3000, MKTG 3050, ECON 3600, FIN 3650, MGNT 4800, MKTG 4680, BUSA 4900	
Required Business Concentration ¹	9 hours
Select one area of concentration from ACCT, ECON, FIN, MGNT, or MKTG. From your chosen area of concentration, select any three 3000- or 4000-level courses not required above.	
Required Cross-Cultural Studies ^{1,2}	9 hours
Select any courses from the approved list of cross- cultural courses not taken elsewhere in the curriculum. Courses from at least two different disciplines must be selected. Other courses will be allowed with the area coordinator’s approval.	
Required Foreign Language ¹	9 hours
These 9 hours are in addition to the 3 hours required in Area C. All foreign language courses must be from the same language, through at least the 2002 level, with a “C” or better. With approval, students proficient in a foreign language may instead choose from the Cross-Cultural Studies courses or any 3000- or 4000-level LCOBA course not taken above.	
Required Study Abroad	0 hours
With approval, this requirement can be met with the Summer Study Abroad Program, semester exchange, internship abroad, or foreign living or working experience.	

Total hours required for the degree **120 semester hours**

- 1** The grade in each of these courses must be a “C” or better.
- 2** List is available from the Student Advising Center, Area Coordinator, or Management Department.

CERTIFICATE IN HUMAN RESOURCES MANAGEMENT

Students electing the certificate program must be admitted to the B.B.A. program and must have declared a management major.

Required Courses: MGNT 3250, MGNT 3500, MGNT 4000 9 hours
Elective Courses (choose three): MGNT 4010, MGNT 4020
MGNT 4060, MGNT 4650, MGNT 4980 9 hours
Total 18 hours

CERTIFICATE IN HEALTHCARE ADMINISTRATION

Students who are admitted to the Langdale College of Business may earn a certificate in health care administration within the 120 hours required for any business major. Students should notify the Student Advising Center and the Head of the Management Department of their intention to earn the certificate so that they can be properly advised.

The Healthcare Administration Certificate is a collaborative effort among VSU's Langdale College of Business Administration and College of Nursing, the South Georgia Medical Center, and the Southwest Georgia Area Health Education Center.

REQUIREMENTS:

PERS 2485 (if not taken in Area B) 0-2 hours
NURS 4203, HCAD 4980 6 hours
Electives chosen from: 9 hours
ECON 3810, MKTG 3100, HCAD 4100

Certificate requirements 15-17 hours



DEPARTMENT OF MARKETING AND ECONOMICS

Dr. Attila Cseh, Head

224 Pound Hall

The Department of Marketing and Economics is a multidisciplinary department with programs that lead to a B.B.A. degree with a major in marketing and a B.B.A. degree with a major in economics.

The department's programs are designed to give students the basic knowledge, skills, and values that build upon the foundation provided by the University Core Curriculum and are required for professional careers in business and government. Each program stresses the importance of critical thinking skills, effective oral and written communication, and the application of knowledge to solve business problems. Students majoring in marketing or economics are able to gain work experience related to their major through the VSU Co-op Program, Students in Free Enterprise (SIFE), and independent internships.

Courses in economics (1) provide an understanding of the economic processes that provide the foundation for our business, political, and social behavior; (2) teach students how to acquire, process, and analyze information; and (3) provide a rigorous preparation for management careers in business and government and for graduate study in economics, business administration, and law.

Courses in marketing enable students to (1) define marketing opportunities; (2) plan and carry out marketing strategies; (3) manage sales and salespeople; and (4) engage in professional sales activities. The marketing program prepares individuals for challenging careers in both profit and non-profit organizations.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE WITH A MAJOR IN MARKETING

Marketing Major Educational Outcomes

Marketing majors will be able to demonstrate knowledge of

1. marketing strategy as it relates to market selection, product development and management, supply chain management, integrated marketing communication, and pricing;
2. current consumer behavior theories as they relate to the evaluation, selection, and consumption of products and services;
3. the tools needed to conduct a small-scale marketing research study;
4. the major factors affecting the development of a marketing strategy when it is to be implemented globally.

Assessment of the educational outcomes for the marketing major is primarily the responsibility of the marketing faculty. A variety of methods are used to assess the learning outcomes including examinations, quizzes, oral presentations, written assignments, and projects. The faculty use the assessment results to continuously review and improve the marketing curriculum.

Requirements

Core Areas A-E (See VSU Core Curriculum)	42 hours
Area F Requirements ¹	18 hours
CISM 2201	3 hours
BUSA 2106	3 hours
ECON 2105, ECON 2106	6 hours
ACCT 2101, ACCT 2102	6 hours
¹ The grade in each of these courses must be a “C” or better.	
Marketing Major Curriculum	60 hours
Required ¹	30 hours
BUSA 2000, BUSA 2100, ENGL 2010, FIN 3350, MGNT 3250, MKTG 3050, MKTG 3620, MKTG 3650, MKTG 4680, MKTG 4900, BUSA 4900	
Marketing electives ¹	12 hours
Any 3000- or 4000-level MKTG courses	
Business electives ^{1, 2}	9 hours
Any 3000- or 4000-level ACCT, BUSA, CISM, ECON, FIN, HCAD, IB, MGNT, or MKTG or courses not required or selected above	
Non-Business Electives ³	9 hours
¹ The grade in each of these courses must be a “C” or better.	
² If BUSA 2106 is not taken in Area F, it is required here.	
³ If CISM 2201 or CS 1000 is not taken in Area F, it is required here.	
Total hours required for the degree	120 semester hours

BACHELOR OF BUSINESS ADMINISTRATION DEGREE WITH A MAJOR IN ECONOMICS

Economics Major Educational Outcomes

1. Economics majors will demonstrate knowledge of macroeconomic concepts and the influence government policies have on the overall economy.
2. Economics majors will demonstrate knowledge of microeconomic concepts and the influence market structure and government policies have on market outcomes.
3. Economics majors will demonstrate knowledge of economics concepts in an open economy.
4. Economics majors will demonstrate knowledge of econometric concepts and use the results to predict and forecast.
5. Economics majors will utilize quantitative skills to solve economic problems.

Assessment of the educational outcomes for the economics major is primarily the responsibility of the economics faculty. A variety of methods are used to assess the learning outcomes including examinations, quizzes, oral presentations, written assignments, research papers, and projects. The faculty members use the assessment results to continuously review and improve the economics curriculum.

Requirements

Core Areas A-E (See VSU Core Curriculum)	42 hours
Area F Requirements ¹	18 hours
CISM 2201	3 hours
BUSA 2106	3 hours
ECON 2105, ECON 2106	6 hours
ACCT 2101, ACCT 2102	6 hours
¹ The grade in each of these courses must be a “C” or better.	
Economics Major Curriculum.	60 hours
Required ¹	33 hours
BUSA 2000, BUSA 2100, ENGL 2010, FIN 3350, MGNT 3250, MKTG 3050, ECON 3000, ECON 3001, ECON 3600, ECON 4100, ECON 4500, BUSA 4900	
Economics Electives ¹	9 hours
Any 3000- or 4000-level ECON courses not required or selected above. Students who double-major in another BBA degree may use ONE of the following as an ECON elective: MKTG 3650, MGNT 4640, FIN 4520, or ACCT 3400.	
Business Electives ^{1, 2}	9 hours
Any 3000- or 4000-level ACCT, BUSA, CISM, ECON, FIN, HCAD, IB, MGNT, or MKTG or courses not required or selected above	
Non-Business Electives ³	9 hours
Total hours required for the degree	120 semester hours

¹ The grade in each of these courses must be a “C” or better.
² If BUSA 2106 is not taken in Area F, it is required here.
³ If CISM 2201 or CS 1000 is not taken in Area F and/or MATH 1261 is not taken in Area D, they are required here.