

ACADEMIC DEPARTMENTS

DEPARTMENT OF BUSINESS

Dr. Dwight W. Heaster, Department Chair

Professor: G. Arbogast

Associate Professors: K. Cain, D. Heaster, Y. Ouldoulayeelabi, K. Queen, M. Sarver

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Lecturers: K. Tunno

The Department of Business provides quality educational opportunities for students who are preparing for challenging careers in dynamic business environments and/or pursuing graduate degrees. The Department faculty are committed to educating students to be thoughtful, productive, engaged, and responsible citizens. The Department of Business maintains excellence in academic programs by interacting with employers and recent graduates who regularly provide advice on the marketability of our degrees in an information-processing and global economy.

The Department offers both two-year and four-year degree programs that emphasize life-long learning and personal and professional development and integrate modern technology and current software throughout each program. In addition to the course work, business majors are encouraged to participate in student organizations and co-curricular activities that provide opportunities for service learning, the development of human relations skills, and the application of leadership skills. Opportunities include student membership in FBLA Collegiate (a national Business organization) and the West Virginia society of Certified Public Accountants, as well as access to state-wide entrepreneurship competitions, a collaborative learning opportunity with the Department of Criminal Justice through the Open Source Information Exchange (OSIX) program, and exposure to prominent professionals through an impressive Business Leadership Series.

The Business faculty bring a wide variety of academic and professional experience to the classroom and regularly participate in professional development activities to keep them abreast of current developments in their field of expertise. Class sizes permit ready access to faculty and academic advisors, and all business faculty and staff encourage students and advisees to visit their offices frequently throughout the semester. The Department is dedicated to providing a solid foundation for the business leaders of tomorrow.

For additional information about the Department of Business, its programs, faculty, and organizations call (304) 462-6250.

Degree Programs

Bachelor of Science in Business Administration with majors in:

- Accounting
- Integrated Marketing
- Management
- Sport Management

Associate of Science in Business with a major in:

- Business

Minors:

- Accounting
- Business (for non-Business majors)
- Integrated Marketing
- Management

Certificate:

- GIS (Business Pathway)

Micro Credential:

- Nonprofit Leadership and Management

Glenville State University has partnered with Marshall University for a Master of Science in Accountancy. Information regarding this partnership is listed in the Graduate Program Partnership section of the catalog.

Department of Business 113

BACHELOR OF SCIENCE BUSINESS ADMINISTRATION ACCOUNTING

GSU 100 The First Year Experience 0 hours

All degree seeking students are required to take GSU 100 during their first semester.

General Education Requirements 30 hours

Students must complete ECON 201 and MATH 115 as part of the General Education requirements.

Business Administration Core 39 hours

ACCT 231	Principles of Accounting I	3
ACCT 232	Principles of Accounting II	3
BUSN 100	Introduction to Business	3
BUSN 193	Applied Business Communications	3
BUSN 225	Business Ethics	3
BUSN 230	Quantitative Business Analysis	3
BUSN 270	Business Law I	3
BUSN 293	Professional Business Seminar	3
CSCI 101	Computing Concepts	3
CSCI 260	Management Information Systems	3
ECON 201	Principles of Microeconomics	
ECON 202	Principles of Macroeconomics	3
MATH 115	College Algebra	
MGMT 201	Principles of Management	3
MRKT 201	Principles of Marketing	3

Accounting Major 45 hours

ACCT 331	Intermediate Accounting I	3
ACCT 332	Intermediate Accounting II	3
ACCT 334	Individual Income Tax Accounting	3
ACCT 337	Cost Accounting	3
ACCT 344	Business Income Tax Accounting	3
ACCT 432	Advanced Accounting	3
ACCT 435	Auditing	3
ACCT 436	Accounting Systems	3
ACCT 438	Accounting Ethics Seminar	3
BUSN 430	Data Analytics for Business	3
BUSN 470	Business Law II	3
BUSN 493	Strategic Management and Planning	3
ECON 420	The Financial System and Economy	3
FINC 321	Business Finance	3
STAT 361	Introduction to Statistical Analysis	3

General Electives 6 hours

Total minimum hours required for degree 120 hours

GATEWAY ASSESSMENT – BUSN 100 & BUSN 293

CAPSTONE ASSESSMENT – BUSN 493

IMPORTANT: CPA EXAM AND CERTIFICATION INFORMATION

The West Virginia Board of Accountancy (www.wvboacc.org) is the regulatory board charged with the administration and enforcement of the provisions of the West Virginia Board of Accountancy law, including oversight of the professional licensing of Certified Public Accountants. In general, the Board shall issue an initial certificate to an applicant of good moral character who meets the *Education, Examination and Experience* requirements as specified on the website listed above. In brief, candidates must ultimately complete 150 hours of specified *Education*, pass the Uniform CPA *Examination* and accumulate at least one year of *Experience* to become a CPA.

A West Virginia exam applicant may sit for the CPA examination with a baccalaureate degree and the completion of specific courses at the upper-division baccalaureate and/or graduate levels at an accredited college or university. Minimum requirements include:

- 30 semester hours in Accounting (excluding Principles of Accounting, as specified by the West Virginia State Board of Accountancy),
- 3 semester hours in Business Law and
- 27 semester hours in Business courses (other than accounting and business law courses, as specified by the West Virginia State Board of Accountancy).
- 3 semester hours in Ethics which may be counted as part of the Accounting or Business courses

A complete listing of specific criteria may be obtained from the West Virginia Board of Accountancy or the GSU Accounting faculty. Completion of the prescribed curriculum for Accounting majors at GSU fulfills the minimum specific course requirements, except only 27 hours in Accounting are required (excluding Principles of Accounting). It is recommended that majors interested in becoming a CPA consult with their Accounting advisor and enroll in ACCT 444 to complete that requirement.

Remember that CPA candidates must ultimately complete 150 semester hours of postsecondary education and receive a baccalaureate or higher degree from a college or university accredited by a regional accreditation board recognized by the West Virginia State Board of Accountancy. If an accounting major is interested in eventually becoming a CPA, the student must earn additional hours past those 120 hours required to obtain a baccalaureate accounting degree at Glenville State University. The Department of Business recommends three options for interested students to consider in fulfilling the West Virginia State Board of Accountancy 150 hour requirement:

- The student may elect a second major and/or select a minor; this option could also include completion of an Associate Degree. It is imperative that a student who is interested in this option consult with the advisor in the sophomore year to properly plan a course of study incorporating these additional hours.
- The student may elect not to declare an additional major/minor but take advisor-approved electives in several areas to complete the required hours.
- The student may elect to complete the 120 hour baccalaureate accounting program at Glenville State and then pursue a graduate degree at another institution.

Students are encouraged to talk with one of the Accounting faculty about this information and options available.

ACCOUNTING
SUGGESTED PLAN OF STUDY

FIRST YEAR

ACCT 231	3	ACCT 232	3
BUSN 100.....	3	ART 200 (OR) MUSC 200	2
BUSN 230.....	3	CART 101	3
CSCI 101	3	MATH 115.....	3
ENGL 101.....	3	MGMT 201 (OR) MRKT 201	3
GSU 100	0		
Total Hours - Fall Semester	15	Total Hours - Spring Semester	14

SECOND YEAR

ACCT 331	3	ACCT 332	3
BUSN 193.....	3	BUSN 293	3
BUSN 225.....	3	CSCI 260.....	3
ENVR 101, SCNC 101, 102, (OR) 103	4	ECON 201 (OR) 202.....	3
MGMT 201 (OR) MRKT 201	3	ENGL 102	3
Total Hours - Fall Semester	16	Total Hours - Spring Semester	15

THIRD YEAR

ACCT 337	3	ACCT 334	3
ACCT 432.....	3	ACCT 435	3
BUSN 270.....	3	BUSN 470	3
ECON 201 (OR) 202	3	FINC 321.....	3
HIST 201, 202, 207, 208 (OR) POSC 203.....	3	ENGL 203, 204, 205 (OR) 206	3
Total Hours - Fall Semester	15	Total Hours - Spring Semester	15

FOURTH YEAR

ACCT 344	3	ACCT 438	3
ACCT 436	3	BUSN 430	3
ECON 420	3	BUSN 493	3
HIST 201, 202, 207, 208 (OR) POSC 203.....	3	GENERAL ELECTIVES	6
STAT 361	3		
Total Hours - Fall Semester	15	Total Hours - Spring Semester	15

Department of Business 116

BACHELOR OF SCIENCE BUSINESS ADMINISTRATION INTEGRATED MARKETING

GSU 100 The First Year Experience **0 hours**
All degree seeking students are required to take GSU 100 during their first semester.

General Education Requirements **30 hours**
Students must complete ECON 201 and MATH 115 as part of the General Education requirements.

Business Administration Core **39 hours**

ACCT 231	Principles of Accounting I	3
ACCT 232	Principles of Accounting II	3
BUSN 100	Introduction to Business	3
BUSN 193	Applied Business Communications	3
BUSN 225	Business Ethics	3
BUSN 230	Quantitative Business Analysis	3
BUSN 270	Business Law I	3
BUSN 293	Professional Business Seminar	3
CSCI 101	Computing Concepts	3
CSCI 260	Management Information Systems	3
ECON 201	Principles of Microeconomics	
ECON 202	Principles of Macroeconomics	3
MATH 115	College Algebra	
MGMT 201	Principles of Management	3
MRKT 201	Principles of Marketing	3

Integrated Marketing Major **45 hours**

ART 280	Graphic Design & Illustration I (OR)	3
MRKT 203	Introduction to Graphic Design	
BUSN 493	Strategic Management and Planning	3
FINC 321	Business Finance	3
MGMT 301	Project Management	3
MRKT 202	Principles of Retailing	3
MRKT 379	Advertising and Sales Promotion	3
MRKT 385	Global and Multicultural Marketing	3
MRKT 388	Emerging Media and the Market	3
MRKT 390	Consumer Behavior	3
MRKT 417	Brand Equity Management	3
MRKT 478	Marketing Research and Analysis	3
MRKT 495	Senior Seminar	3
Restricted Elective (select three of the following):		9
ART 380	Graphic Design & Illustration II	3
ACCT	Any 300-499 Course	
BUSN	Any 300-499 Course	
CSCI	Any 300-499 Course	
MGMT	Any 300-499 Course	
MRKT 497	Internship	3
NPLM	Any 300-499 Course	
SMGT	Any 300-499 Course	
STAT 361	Introduction to Statistical Analysis	3

General Electives **6 hours**

Total minimum hours required for degree **120 hours**

**GATEWAY ASSESSMENT - BUSINESS 100 & 193
CAPSTONE ASSESSMENT - BUSINESS 493**

Department of Business 117

Suggested Career Paths:

Advertising

ART 270 Digital Media
ART 380 Graphic Design & Illustration II

Social & Digital Media

ART 270 Digital Media
BUSN 430 Data Analytics
STAT 361 Introduction to Statistical Analysis (OR)
MATH 256* Probability & Statistics I

Nonprofit Marketing

NPLM 215* Principles & Practices of Fundraising
NPLM 301 Nonprofit Leadership & Management
NPLM 302 Grant Writing

Marketing Management

ACCT 337 Cost Accounting
MGMT 402 Entrepreneurship
MGMT 384 Human Resource Management
MGMT 484 Organizational Behavior

*Students who choose NPLM 215 or MATH 256 will need to take at least 3 hours of general electives at the 300-499 level.

**INTEGRATED MARKETING
SUGGESTED PLAN OF STUDY**

FIRST YEAR

BUSN 100	3	BUSN 193	3
BUSN 230.....	3	CSCI 101	3
CART 101.....	3	ENGL 102	3
ENGL 101.....	3	HIST 201, 202, 207, 208, PSYC 201 (OR)	
GSU 100	0	POSC 203.....	3
MRKT 201.....	3	MATH 115.....	3
Total Hours - Fall Semester	15	Total Hours - Spring Semester	15

SECOND YEAR

ACCT 231.....	3	ACCT 232	3
BUSN 225.....	3	BUSN 293	3
BUSN 270.....	3	CSCI 260.....	3
ECON 201	3	ENVR 101, SCNC 101, 102 (OR) 103.....	4
MGMT 201	3	MRKT 202	3
Total Hours - Fall Semester	15	Total Hours - Spring Semester	16

THIRD YEAR

ART 280 (OR) MRKT 203	3	ART 200 (OR) MUSC 200.....	2
ENGL 203, 204, 205 (OR) 206.....	3	ECON 202	3
MRKT 385.....	3	FINC 321.....	3
MRKT 388.....	3	MRKT 379	3
RESTRICTED ELECTIVES.....	3	MRKT 390	3
Total Hours - Fall Semester	15	RESTRICTED ELECTIVE	3
		Total Hours - Spring Semester	17

FOURTH YEAR

HIST 201, 202, 207, 208, PSYC 201 (OR) POSC 203	3	BUSN 493	3
MGMT 301	3	MRKT 478	3
MRKT 417.....	3	MRKT 495	3
GENERAL ELECTIVE.....	3	GENERAL ELECTIVES	3
RESTRICTED ELECTIVE	3	Total Hours - Spring Semester	12
Total Hours - Fall Semester	15		

Department of Business 119

BACHELOR OF SCIENCE BUSINESS ADMINISTRATION MANAGEMENT

GSU 100 The First Year Experience **0 hours**

All degree seeking students are required to take GSU 100 during their first semester.

General Education Requirements **30 hours**

Students must complete ECON 201 and MATH 115 as part of the General Education requirements.

Business Administration Core **39 hours**

ACCT	231	Principles of Accounting I	3
ACCT	232	Principles of Accounting II	3
BUSN	100	Introduction to Business	3
BUSN	193	Applied Business Communications	3
BUSN	225	Business Ethics	3
BUSN	230	Quantitative Business Analysis	3
BUSN	270	Business Law I	3
BUSN	293	Professional Business Seminar	3
CSCI	101	Computing Concepts	3
CSCI	260	Management Information Systems	3
ECON	201	Principles of Microeconomics	
ECON	202	Principles of Macroeconomics	3
MATH	115	College Algebra	
MGMT	201	Principles of Management	3
MRKT	201	Principles of Marketing	3

Management Major **42 hours**

ACCT	337	Cost Accounting	3
BUSN	430	Data Analytics for Business	3
BUSN	470	Business Law II	3
BUSN	493	Strategic Management and Planning	3
ECON	420	The Financial System and Economy	3
FINC	321	Business Finance	3
MGMT	384	Human Resource Management	3
MGMT	484	Organizational Behavior	3
MGMT	487	Operations Management	3
STAT	361	Introduction to Statistical Analysis	3
Restricted Electives: (select from the following)			12
ACCT	Any 300-499 course		
BUSN	Any 300-499 course		
CSCI	Any 300-499 course		
MGMT	Any 300-499 course		
NPLM	Any 300-499 course		
SMGT	Any 300-499 course		

General Electives **9 hours**

Total minimum hours required for degree **120 hours**

GATEWAY ASSESSMENT - BUSINESS 100 & 293

CAPSTONE ASSESSMENT - BUSINESS 493

MANAGEMENT
SUGGESTED PLAN OF STUDY

FIRST YEAR

BUSN 100.....	3	BUSN 193	3
BUSN 230.....	3	CSCI 260.....	3
CART 101	3	ENGL 102.....	3
CSCI 101	3	MATH 115.....	3
ENGL 101.....	3	MGMT 201	3
GSU 100	0	Total Hours - Spring Semester	15
Total Hours - Fall Semester	15		

SECOND YEAR

ACCT 231	3	ACCT 232	3
BUSN 225.....	3	BUSN 293.....	3
BUSN 270.....	3	BUSN 470.....	3
ECON 201	3	ECON 202.....	3
MRKT 201.....	3	GENERAL ELECTIVE	3
Total Hours - Fall Semester	15	Total Hours - Spring Semester	15

THIRD YEAR

ACCT 337	3	ART 200 (OR) MUSC 200	2
ENGL 203, 204, 205 (OR) 206.....	3	ENVR 101, SCNC 101, 102, (OR) 103	4
HIST 201, 202, 207, 208 (OR) POSC 203.....	3	FINC 321.....	3
MGMT 384.....	3	HIST 201, 202, 207, 208 (OR) POSC 203	3
STAT 361	3	RESTRICTED ELECTIVE	3
Total Hours - Fall Semester	15	Total Hours - Spring Semester	15

FOURTH YEAR

ECON 420	3	BUSN 430.....	3
MGMT 484.....	3	BUSN 493.....	3
GENERAL ELECTIVE	3	MGMT 487	3
RESTRICTED ELECTIVE.....	6	GENERAL ELECTIVE	3
Total Hours - Fall Semester	15	RESTRICTED ELECTIVE	3
		Total Hours - Spring Semester	15

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BACHELOR OF SCIENCE BUSINESS ADMINISTRATION SPORT MANAGEMENT

GSU 100 The First Year Experience 0 hour

All degree seeking students are required to take GSU 100 during their first semester.

General Education Requirements 30 hours

Students must complete ECON 201 and MATH 115 as part of the General Education requirements.

Business Administration Core 39 hours

ACCT	231	Principles of Accounting I	3
ACCT	232	Principles of Accounting II	3
BUSN	100	Introduction to Business	3
BUSN	193	Applied Business Communications	3
BUSN	225	Business Ethics	3
BUSN	230	Quantitative Business Analysis	3
BUSN	270	Business Law I	3
BUSN	293	Professional Business Seminar	3
CSCI	101	Computing Concepts	3
CSCI	260	Management Information Systems	3
ECON	201	Principles of Microeconomics	
ECON	202	Principles of Macroeconomics	3
MATH	115	College Algebra	
MGMT	201	Principles of Management	3
MRKT	201	Principles of Marketing	3

Sport Management 33 hours

BUSN	493	Strategic Management and Planning	3
MRKT	388	Emerging Media & the Market	3
PED	265	Diversity and Ethics in Sports	3
PED	325	Athletic Coaching and Administration	3
SMGT	130	Introduction to Sport Management	3
SMGT	321	Managing Budgets & Technology in Sport	3
SMGT	330	Event & Sport Facilities Management	3
SMGT	335	Sport Marketing	3
SMGT	430	Legal Aspects of Sport	3
SMGT	495	Senior Seminar	3
STAT	361	Introduction to Statistical Analysis	3

General Electives (9 hours must be 300-499 level) 18 hours

Total minimum hours required for degree 120 hours

GATEWAY ASSESSMENT - BUSN 100 & 293

CAPSTONE ASSESSMENT - BUSN 493

Suggested Courses for a Career in:

Sports Information:

BUSN 430	Data Analytics for Business	3
CSCI 305	Web Design	3
MRKT 379	Advertising and Sales Promotion	3

Sport Entrepreneurship/Leadership

BUSN 430	Data Analytics for Business	3
MGMT 384	Human Resource Management	3
MGMT 402	Entrepreneurship	3
MGMT 487	Operations Management	3

**SPORT MANAGEMENT
SUGGESTED PLAN OF STUDY**

FIRST YEAR

BUSN 100	3	BUSN 193	3
BUSN 230	3	CSCI 260	3
CART 101	3	ENGL 102	3
CSCI 101	3	MATH 115	3
ENGL 101	3	MGMT 201	3
GSU 100	0	Total Hours - Spring Semester	15
Total Hours - Fall Semester	15		

SECOND YEAR

ACCT 231	3	ACCT 232	3
BUSN 225	3	ART 200 (OR) MUSC 200	2
BUSN 270	3	BUSN 293	3
ECON 201	3	ECON 202	3
SMGT 130	3	MRKT 201	3
Total Hours - Fall Semester	15	Total Hours - Spring Semester	14

THIRD YEAR

ENGL 203, 204, 205 (OR) 206	3	ENVR 101, SCNC 101, 102, (OR) 103	4
MRKT 388	3	HIST 201, 202, 207, 208 (OR) POSC 203	3
PED 265	3	PED 325	3
SMGT 330	3	SMGT 335	3
GENERAL ELECTIVE (300-499 level)	3	GENERAL ELECTIVE	3
Total Hours - Fall Semester	15	Total Hours - Spring Semester	16

FOURTH YEAR

HIST 201, 202, 207 (OR) 208	3	BUSN 493	3
SMGT 321	3	SMGT 430	3
STAT 361	3	SMGT 495	3
GENERAL ELECTIVE	3	GENERAL ELECTIVE	3
GENERAL ELECTIVE (300-499 level)	3	GENERAL ELECTIVE (300-499 level)	3
Total Hours - Fall Semester	15	Total Hours - Spring Semester	15

ASSOCIATE OF SCIENCE
BUSINESS

GSU 100 The First Year Experience **0 hour**
All degree seeking students are required to take GSU 100 during their first semester.

General Education Requirements **24 hours**

WRITTEN AND ORAL COMMUNICATION

BUSN 193*	Applied Business Communications	3
CART 101	Introduction to Public Speaking	3
ENGL 101	Critical Reading and Writing I	3
ENGL 102	Critical Reading and Writing II: Research Writing	3

PROBLEM SOLVING AND CRITICAL THINKING

CSCI 260*	Management Information Systems	3
MATH 115*	College Algebra	3

CULTURE AND SOCIETY

ECON 201*	Principles of Microeconomics	3
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TECHNOLOGY

CSCI 101*	Computing Concepts	3
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Major

30 hours

ACCT 231	Principles of Accounting I	3
ACCT 232	Principles of Accounting II	3
BUSN 100	Introduction to Business	3
BUSN 225	Business Ethics	3
BUSN 230	Quantitative Business Analysis	3
BUSN 270	Business Law I	3
BUSN 293	Professional Business Seminar	3
MGMT 201	Principles of Management	3
MRKT 201	Principles of Marketing	3
Restricted Elective (select one of the following):		3
CSCI 220	Introduction to Linux	3
ECON 202	Principles of Macroeconomics	3
MRKT 202	Principles of Retailing	3
SMGT 130	Introduction to Sport Management	3

General Electives **6 hours**

Total minimum hours required for degree **60 hours**

GATEWAY ASSESSMENT – BUSINESS 100

CAPSTONE ASSESSMENT – BUSINESS 293

*General studies courses taught in the Business Department are also part of the content area for AS Business students; therefore, business students must achieve a “C” or better in these courses to meet degree requirements.

**AS - BUSINESS
SUGGESTED PLAN OF STUDY**

FIRST YEAR

BUSN 100	3	BUSN 193	3
BUSN 230	3	CSCI 260.....	3
CART 101	3	ENGL 102.....	3
CSCI 101.....	3	MATH 115.....	3
ENGL 101.....	3	MGMT 201	3
GSU 100.....	0	Total Hours - Spring Semester	15
Total Hours - Fall Semester	15		

SECOND YEAR

ACCT 231	3	ACCT 232	3
BUSN 225	3	BUSN 293	3
BUSN 270	3	ECON 201	3
MRKT 201	3	GENERAL ELECTIVE	3
GENERAL ELECTIVE	3	RESTRICTED ELECTIVE.....	3
Total Hours - Fall Semester.....	15	Total Hours - Spring Semester	15