

# Harley Langdale, Jr. College of Business Administration

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The four departments within the Harley Langdale, Jr. College of Business Administration offer the Bachelor of Business Administration (BBA) with majors in accounting, economics, finance, healthcare administration, international business, management, and marketing. The Master of Business Administration (MBA/HCAD) 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 five percent of the business programs in the world 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 Leadership 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, healthcare administration, management, marketing, and the Master of Accountancy. 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

Freshman 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. A minimum overall grade point average (GPA) of 2.50 (on a 4.00 scale). The GPA calculation is based on all course work, including transfer credits.
3. 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 no more than 29 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 Degree

Core Areas A-E (See VSU Core Curriculum)		42
Area F Requirements <sup>1</sup>		18
BUSA 2201	Fundamentals of Computer Applications	
BUSA 2106	The Environment of Business	
ECON 2105	Principles of Macroeconomics	
ECON 2106	Principles of Microeconomics	
ACCT 2101	Principles of Accounting I	
ACCT 2102	Principles of Accounting II	
Total Hours		60

<sup>1</sup> The 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, Economics and Finance, Marketing and International Business, and Management and Healthcare Administration. The College of Business Administration does not offer a major in General Business Administration.