

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

We enrich lives for the benefit of all.

Vision

We provide opportunities for experiential learning, practical research, and global engagement to the students, faculty, and communities we serve.

Values

In support of our mission, we value:

- **Experiential learning:** Redefining the educational experience with innovative uses of technology inside and outside the classroom.
- **Practical research:** Addressing the needs of dynamic populations and economies through applied and learning-based research.
- **Global engagement:** transforming student, university, business, local, regional, and global communities through engaged service, research, and education.

B.B.A. Learning Goals and Objectives

For students majoring in the undergraduate programs of the Langdale College of Business:

Learning Goal #1: Quantitative Skills

Students will apply quantitative skills to business problems.

Objective 1.1 Students will construct and interpret tabular and graphical methods of presenting qualitative and quantitative data.

Objective 1.2 Students will use spreadsheet software to evaluate and use the results of regression models.

Objective 1.3 Students will solve and interpret quantitative business models using spreadsheet software.

Learning Goal #2: Knowledge Acquisition

Students will possess a basic knowledge of accounting, economics, finance, the legal environment of business, management, and marketing.

Objective 2.1 Students will demonstrate a basic understanding of the fundamental knowledge of financial and managerial accounting.

Objective 2.2 Students will demonstrate a basic understanding of economic concepts and governmental policies.

Objective 2.3 Students will demonstrate finance concepts and principles.

Objective 2.4 Students will demonstrate a basic understanding of the legal environment and corporate social responsibility of business.

Objective 2.5 Students will demonstrate a basic understanding of management principles.

Objective 2.6 Students will demonstrate a basic understanding of marketing concepts.

Learning Goal #3: Technology Skills

Students will use information technology to solve business problems.

Objective 3.1 Students will use a spreadsheet program to convert data into business relevant information.

Objective 3.2 Students will utilize software to analyze and visualize data, creating solutions to business problems.

Learning Goal #4: Ethics and Global Awareness

Students will demonstrate an understanding of how ethical decision-making and globalization affect organizations.

Objective 4.1 Students will demonstrate the ability to analyze issues and situations having ethical implications for business.

Objective 4.2 Students will demonstrate a basic knowledge of international economic and business concepts.

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.

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

Upon being admitted to VSU, students are eligible to declare a business major and be admitted into the Langdale College of Business.

A minimum grade of "C" in the following courses is required: ACCT 2101 and ACCT 2102; BUSA 1105, BUSA 2100, BUSA 2106, and BUSA 2201; and ECON 2105 and ECON 2106.

Students must have an overall GPA of at least 2.0 in order to take 3000- and 4000-level business courses.

Non-business majors may enroll in 3000- and 4000-level business courses if they have met the specific prerequisites for the course as listed in the course description and have a 2.0 GPA. 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.

Academic Transfer Policy

The Langdale College adheres to the VSU policy on transfer credit with the following additional restrictions:

- A maximum of 15 credit hours may be transferred into the business curriculum.
- A maximum of 9 hours of 3000-level or higher business course level credit (total) may be applied to the student's senior curriculum in the areas of Common Senior College Core and/or Business Electives.
- Up to 6 additional hours of 3000-level or higher business course credit may be applied to the student's senior curriculum in the areas of Required Courses for the major discipline and/or elective courses for the major discipline.
- Any 3000-level or higher business course credit earned at an AACSB-accredited institution will transfer within the above restrictions on total transfer credit.
- Any 3000-level or higher business course credit earned at an institution not accredited by AACSB will transfer only at the discretion of the head of the department housing the instruction of the course.

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

Code	Title	Hours
Core Areas A-E (See VSU Core Curriculum)		42
Area F Requirements ¹		18
BUSA 1105	Introduction to Business	
BUSA 2201	Fundamentals of Computer Applications	
BUSA 2106	The Environment of Business	
ECON 2106	Principles of Microeconomics	
ACCT 2101	Principles of Accounting I	
ACCT 2102	Principles of Accounting II	
Total Hours		60

¹ 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.