

# LEWIS COLLEGE OF BUSINESS

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## Lewis College of Business Vision Statement, Mission Statement and Strategic Priorities

### Vision Statement

The Lewis College of Business will provide current and comprehensive undergraduate and graduate education and be recognized as a major contributor to the region's economic development.

### Mission Statement

The Lewis College of Business prepares students to become successful business professionals advancing economic development throughout West Virginia and beyond. The College provides a high quality business education in a supportive learning environment that encompasses exemplary teaching, service to our communities, and a faculty committed to applied and pedagogical scholarship.

### Strategic Priorities

#### High-Demand Curriculum

- Health Care Management
- Entrepreneurship
- Energy Management
- Business Analytics
- Supply Chain

#### Desired Skill Set

- Agility & Flexibility
- Creativity
- Analytics
- Communication
- Collaboration
- Leadership
- Ethics
- Social Responsibility

### Experiential Learning, External Engagement and Economic Development

- Herd Solutions
- Projects with Companies
- Speaker Series
- Student Competitions
- Student Organizations
- Outreach Centers

### Entrepreneurship and Innovation

- Design Thinking
- Intrapreneurship
- Start-up Culture
- Social Entrepreneurship
- Risk Management
- Incubator
- Accelerator
- Eco-system

### Global Footprint and Connections

- International Partnerships
- Articulation Programs
- Student Exchanges
- Faculty Exchanges
- Cross-cultural Immersion
- Collaborative Projects
- International Internships
- Study Abroad

## 3+2 Program

The 3+2 Program offered by the Lewis College of Business allows students to complete both their Bachelor of Business Administration and their Master of Business Administration or Master of Science in Accountancy, Health Care Administration, or Human Resource Management in a total of five academic years. Students enrolled in the program save time and money.

Students that meet the requirements that follow may enroll in up to nine hours of graduate coursework while still a senior. Students are allowed to double-count up to nine hours of graduate level courses from their graduate degree toward their bachelor's degree requirements. Three hours of graduate work may count as a major required elective (for example, a graduate MGT class can count as a MGT elective for a Management major) and six hours may count as free electives.

The 3+2 Program is especially attractive for accounting majors, who can enroll in the program to meet the requirements for the M.B.A. or M.S. while completing the 150 hours required by the state of West Virginia to become a CPA.

## Departments

- Department of Accountancy and Legal Environment (<http://catalog.marshall.edu/undergraduate/programs-az/business/accountancy-legal-environment/>)
- Department of Finance, Economics and International Business (<http://catalog.marshall.edu/undergraduate/programs-az/business/finance-economics-international-business/>)
- Department of Management and Health Care Administration (<http://catalog.marshall.edu/undergraduate/programs-az/business/management-health-care-administration/>)
- Department of Marketing, MIS and Entrepreneurship (<http://catalog.marshall.edu/undergraduate/programs-az/business/marketing-mis-entrepreneurship/>)
- Department of Military Science (<http://catalog.marshall.edu/undergraduate/programs-az/business/military-science/>)

- General Business, B.A. (<http://catalog.marshall.edu/undergraduate/programs-az/business/general-business-ba/>)
- General Business, Minor (<http://catalog.marshall.edu/undergraduate/programs-az/business/general-business-minor/>)

General Business, B.A. (<http://catalog.marshall.edu/undergraduate/programs-az/business/general-business-ba/>)

General Business, Minor (<http://catalog.marshall.edu/undergraduate/programs-az/business/general-business-minor/>)

## Admission Requirements

Regular admission to the university constitutes admission to the Brad Smith Undergraduate School of Business for entering freshmen and students transferring from other institutions of higher education; there is no separate admissions procedure. Students in other colleges within Marshall University must be eligible to attend Marshall University at the time of transfer into the Lewis College of Business.

For students transferring into Marshall University, the Brad Smith Undergraduate School of Business will permit application of any appropriate transfer credits accepted by the university to meet general education requirements, lower division business requirements, or nonbusiness electives. For accepted transfer work to fulfill upper division business requirements and electives, the course credits must be earned at the upper division levels or a validation process is available for FIN 323 Principles of Finance, MGT 320 Principles of Management, and MKT 340 MKT Concepts and Applications, as outlined in "Transfer of Credits from Another Institution."

## Transfer of Credits from Another Institution

When students transfer courses from another institution to Marshall University, the Office of Admissions produces a Transfer Equivalency Worksheet. Advisors in the Academic Advising Center work closely with transfer students to determine how courses taken at other institutions will count toward their B.B.A. or B.A. requirements. Please see the requirements for Transfer Credit for Enrolled Students in the Marshall University Undergraduate Catalog for other details.

Students need to be especially aware of the distinction between upper and lower division credit. The Transfer Equivalency Worksheet may list a Marshall equivalent class as being a 300- or 400-level course, however, the presence of an asterisk (\*) just to the left of the course title indicates the student received upper division credit for the course taken at another institution. No asterisk indicates lower division credit. A plus sign to the left of the course title indicates a developmental course. Developmental course hours do not count toward graduation requirements.

All 300- and 400-level business courses listed on a student's curriculum sheet required for a B.B.A. or B.A. must be completed at the upper division level. For example: if a student completed Principles of Management at another institution and the course number was taken at the freshman or sophomore level, the Transfer Equivalency Worksheet will list the Marshall equivalent as MGT 320 Principles of Management, which is Principles of Management at Marshall. However, the course completed was a lower division course and the student did not complete the requirement for upper level credit. Therefore, the student would need to re-take the course at Marshall for upper division credit or validate the course. For a few courses, the Brad Smith Undergraduate School of Business offers a method

of validating courses that transfer in as lower division, but require upper division credit. Students who receive lower division credit in the following courses can validate those courses by choosing one of the following options:

- FIN 323 Principles of Finance - Students can
  - a. take FIN 343 Intermediate Financial Management or FIN 370 Principles of Investment and receive a grade of C or better;
  - b. pass a validation exam given by the Department of Finance, Economics and International Business; or
  - c. pass FIN 323 Principles of Finance at Marshall for upper division credit.
- MGT 320 Principles of Management - Students can
  - a. take MGT 422 Organizational Behavior and receive a grade of C or better;
  - b. pass a validation exam given by the Department of Management and Health Care Management; or
  - c. pass MGT 320 Principles of Management at Marshall for upper division credit.
- MKT 340 MKT Concepts and Applications - Students can
  - a. take MKT 371 International Marketing and receive a grade of C or better;
  - b. pass a validation exam given by the Department of Marketing, Management Information Systems, and Entrepreneurship; or
  - c. pass MKT 340 MKT Concepts and Applications at Marshall for upper division credit.

A student who chooses to retake the equivalent course at Marshall can only apply the credit hours from one of the courses towards graduation. Students who have any questions regarding upper or lower division credit or validating a course should see an advisor in the College of Business.

Transfer students should also understand the meaning of the term *unclassified* (UNC) on the Transfer Equivalency Worksheet. Unclassified is a term that reflects the fact that Marshall does not offer a course that is an equivalent of the course taken at the transfer institution. Unclassified does not mean the transfer course will not count toward a degree program at Marshall University. Students may apply unclassified credit toward B.B.A. or B.A. requirements if the course content meets the essential elements needed. In unclassified course credit cases, the academic advisor may ask the student to submit a catalog course description or a syllabus. Not all unclassified courses can be applied toward a B.B.A. or B.A. degree requirement.

## 3+2 Program Admission Requirements for Master of Business Administration

Students may apply to the 3+2 Program after all eligibility requirements are met. This typically occurs during the second semester of the junior year. Students must meet the following:

1. Senior status or be able to attain senior status after completion of the semester in which the student is currently enrolled;
2. Have completed all undergraduate foundation courses with a grade of "B" or better in each course by the end of the semester in which the student will be enrolled in the 3+2 Program;

Code	Title	Credit Hours
ACC 215 🍀	Accounting Principles (CT)	3
ECN 250	Principles Microeconomics	3
MGT 218	Business Quantitative Methods	3
MKT 340	MKT Concepts and Applications	3
FIN 323	Principles of Finance	3

3. Be reasonably likely to complete all undergraduate degree requirements within two semesters after being admitted to the 3+2 Program;
4. Have an overall undergraduate GPA of 3.0 or better at the time of application.

## Admission Requirements for Master of Science in Accountancy

Students may apply to the 3+2 Program after all eligibility requirements are met. This typically occurs during the second semester of the junior year. Students must meet the following:

1. Senior status or be able to attain senior status after completion of the semester in which the student is currently enrolled;
2. Have completed Accounting Foundation courses with a grade of "C" or better in each course before the student will be enrolled in the 3+2 Program:

Code	Title	Credit Hours
ACC 311	Intermediate Accounting I	3
ACC 312	Intermediate Accounting II	3
ACC 318	Cost Accounting I	3
ACC 341	Acc Information Systems	3
ACC 348	Federal Taxation	3
ACC 429	Auditing I	3

3. Be reasonably likely to complete all undergraduate degree requirements within two semesters after being admitted to the 3+2 Program;
4. Have an overall undergraduate GPA of 3.0 or better at the time of application.

## Admission Requirements for Master of Science in Health Care Administration

Students may apply to the 3+2 Program after all eligibility requirements are met. This typically occurs during the second semester of the junior year. Students must meet the following:

1. Senior status or be able to attain senior status after completion of the semester in which the student is currently enrolled;
2. Be reasonably likely to complete all undergraduate degree requirements within two semesters after being admitted to the 3+2 Program;
3. Have an overall undergraduate GPA of 3.0 or better at the time of application.

## Admission Requirements for Master of Science in Human Resource Management

Students may apply to the 3+2 Program after all eligibility requirements are met. This typically occurs during the second semester of the junior year. Students must meet the following:

1. Senior status or be able to attain senior status after completion of the semester in which the student is currently enrolled;
2. Be reasonably likely to complete all undergraduate degree requirements within two semesters after being admitted to the 3+2 Program;
3. Have an overall undergraduate GPA of 3.0 or better at the time of application.

## Academic Policies

Currently enrolled students planning to take a course within the major requirements (or upper level requirements for a minor in the COB), or MGT 460, at another institution must do so at an institution that is accredited by AACSB or another approved institution. Students must complete the "Approval of Courses to be Taken for Advanced Standing" form and get all required approvals.

## Probation and Academic Dismissal

The Brad Smith Undergraduate School of Business adheres strictly to the University Academic Probation and Suspension Policy found in the "Academic Information" section of this catalog. Students should be aware of the policy, as it changed significantly effective Fall 2003. This policy affects all undergraduate students in the LCOB regardless of their catalog year.

## Advising

All students are assigned an academic advisor. The academic advisors for the LCOB are located in the Lewis College of Business Advising Center in CH 334. Students are required to attend mandatory advising during each semester of their freshman year and one time as juniors. As a freshman, the student will receive an advisor hold on their account each semester and will be unable to register until they meet with their advisor. When a student reaches 60-70 earned credit hours, the student will be required to meet with their advisor to complete a Junior/Senior Evaluation. A Junior/Senior Evaluation hold will be placed on the student's account until he or she meets with the advisor and completes the Junior/Senior Evaluation. The hold will prevent a student from registering.

Students on academic probation or returning from suspension are required to meet with the Director of Student Services to register for courses and create an Academic Improvement Plan. The student may be required to participate in the college's retention program.

Although advising is not mandatory, students are highly encouraged to meet with their advisor each semester to ensure that they are staying on track to graduate. Students have the responsibility of checking prerequisites prior to enrollment. If a student has not met all prerequisites for a course prior to the first day of class, the Dean's Office has the right to withdraw the student from the course. Students are allowed to change majors at any time by filling out a Change of Major form in the Academic Advising Center.

## Prerequisites

A prerequisite is a course or student classification which must be successfully completed prior to taking a course for which you may

want to enroll. An example is that you must complete ECN 250 Principles Microeconomics before you can take ECN 253 Principles Macroeconomics. The prerequisite must be completed (with a *grade of D or better*) before the first day of class. Accounting majors are required to complete prerequisite accounting courses with a minimum grade of C or better. The LCOB strictly enforces prerequisites. Be careful and plan ahead. Students will not be allowed to register for a course if they have not completed, or are not presently completing, the prerequisite course.

**Students will be administratively withdrawn from courses if the prerequisites have not been fulfilled.** Enrollment for MGT 460 Strategic Management requires senior standing and completion of multiple core business courses. Students will not be allowed to take MGT 460 Strategic Management and FIN 323 Principles of Finance in the same semester.

## Internships

The purpose of the internship is to provide a means by which students can receive academic credit for educational experiences received in a work environment that cannot be provided by the College of Business. *Students approved for internship credit will actually register for a university course and are required to pay tuition for the credits they receive.* All proposals for an internship must clearly identify the educational benefits that will accrue to the student before the internship will be approved.

A student may earn up to a maximum of 12 credit hours of internship; a maximum of 6 credit hours can be earned in one semester, provided the student is working in a full-time, co-op experience and not enrolled as a full-time student. A maximum of 6 credit hours may count toward the 120 credit hours required to graduate. Every 200 hours worked equals three credit hours. Internship credit may be earned during regular semesters or summer sessions. Students must register for internship credit during the semester in which they are working the internship. A grade of Credit/No Credit will be assigned by the division head upon completion of internship requirements. Students will be required to submit a journal or report of his/her experience. Students can check with the Academic Advising Center about how internship credit will count toward their degree.

Students who register for a Management, Management Information Systems, or Marketing internship and are majoring in that field will receive credit toward a Management elective, Management Information Systems elective, or Marketing elective, respectively. Students can only apply credit toward one Management, Management Information Systems, or Marketing elective. Students majoring in Energy Management and Entrepreneurship may apply three hours of internship credit towards an Energy Management or Entrepreneurship elective. For students who take an internship twice, the second three hours will be counted toward free elective hours. They will not apply toward an additional required elective. Students who complete an internship in Accounting, Economics, or Finance or are majoring in International Business or Health Care Management will receive credit toward free elective hours.

To be eligible for internship credit, students must meet the following eligibility requirements:

- Junior or Senior standing and overall GPA of 2.5 or better, or permission from the department chair.

- Transfer students meeting the above criteria are eligible to participate after one semester of coursework at the College of Business.

## Independent Study

The Brad Smith Undergraduate School of Business offers the option of Independent Study to selected students who wish to pursue topics that are business-related but not covered in depth in formal Brad Smith Undergraduate School of Business courses. Each student can obtain a maximum of eight (8) hours of Independent Study credit within the LCOB, and can earn no more than four (4) hours of such credit in any one semester.

In order to register for Independent Study in a given semester (provided the above hour limits have not been reached), the following conditions must be met:

1. LCOB students with senior standing who have 2.5 or higher in overall, Marshall, and major GPA's or with permission from the department chair.
2. LCOB students with junior standing who have 3.0 or higher in overall, Marshall, and major GPA's or with permission from the department chair.
3. An instructor within the student's major division must agree to be his/her Project Supervisor. The faculty member's agreement to serve in this capacity will be contingent upon his/her assessment of the feasibility and quality of the student's proposed project.
4. Written approval for the project, and written approval for Independent Study registration, must then be obtained from the student's department chair. department chair's approval will be contingent upon his/her assessment of the feasibility and quality of the student's proposed project, in consultation with the student's proposed supervisor.

If a student is able to meet the above conditions, then he/she will be allowed to register for Independent Study, and will subsequently be bound by the "Procedures for Independent Study Projects" in the Academic Advising Center.

## Degree Requirements Graduation Requirements

The following general requirements must be met by all students seeking bachelor's degrees through the Brad Smith Undergraduate School of Business:

1. Satisfaction of all university requirements for graduation.
2. Completion of all curricular requirements specified for the major and degree.
3. Completion of the following residency requirements:
  - a. Earn at least 36 semester hours at Marshall.
  - b. Earn at least 12 hours of senior level coursework in the Lewis College of Business at Marshall.
  - c. Earn at least 15 hours in the major field at Marshall.
  - d. Earn at Marshall 16 or more of the last 32 hours credited toward the degree.
4. Earn at least a 2.0 Grade Point Average (GPA) in each of the following three categories:
  - a. All coursework attempted at Marshall and elsewhere.
  - b. All Marshall coursework.

- c. All coursework attempted and included in the major(s) at Marshall.
5. Successful validation of transfer work as required.
  6. Removal of all incompletes.
  7. At most, 18 semester hours of coursework (consisting only of general education requirements and/or free electives) taken under the Credit/No Credit option may be applied toward graduation requirements. College of Business and other courses in your major may not be taken on a Credit/No Credit basis.
  8. All candidates for graduation should file an Application for Graduation form in the semester PRIOR to the semester in which all requirements for the degree are to be met. This will enable the student to make all necessary schedule adjustments to correct potential graduation deficiencies in the final semester.

To ensure graduation at the end of the term of application, all records should be documented with needed transcripts, substitution forms, grade changes, and lower division validations. Students taking courses at another school in their last semester must have an official transcript sent from the other school to Marshall. The transfer work must be posted to the student's Marshall transcript by the end of the semester of application or the student's graduation may be delayed to the next graduation term.

## Accountancy/Legal Environment

### Jeffrey Archambault

Professor and Associate Dean  
Ph.D., Michigan State University, 1992

### Marie Archambault

Associate Professor  
Ph.D., Michigan State University, 1992

### Casey Baker

Assistant Professor  
J.D., The Ohio State University, 2008

### Timothy Bryan

Assistant Professor  
Ph.D., Jacksonville University, 2019

### Raymond Keener

Associate Professor  
J.D., Georgetown University, 1990

### Susan Lanham

Associate Professor  
Ph.D., Northcentral University, 2013

### Nancy Lankton

Professor and Associate Dean  
Ph.D., Arizona State University, 2000

### Amanda Meadows

Instructor  
M.B.A., University of Charleston, 2005

### Thomas Norton

Assistant Professor  
J.D., West Virginia University, 2013

### Jean Price

Professor and Chair  
Ph.D., University of Cincinnati, 1987

### Charles Stivason

Associate Professor  
Ph.D., Virginia Tech, 1998

### Amanda Thompson-Abbott

Instructor  
M.B.A., Marshall University, 2003

## Economics And International Business

### Richard Agesa

Professor and Chair  
Ph.D., University of Wisconsin, 1996

### Nabaneeta Biswas

Assistant Professor  
Ph.D., University of Georgia, 2009

### Yi Duan

Assistant Professor  
Ph.D., University of Oklahoma, 2017

### Bo Feng

Assistant Professor  
M.S., The Ohio State University, 2015

### Robin McCutcheon

Associate Professor  
Ph.D., Wayne State University, 2009

### Boniface Yemba

Assistant Professor  
Ph.D., University of Kansas, 2015

## Finance

### Jacqueline Agesa

Professor  
Ph.D., University of Wisconsin, 1996

### Mohammad Karim

Associate Professor  
Ph.D., University of Texas, 2012

### Mohammad Uddin

Assistant Professor  
Ph.D., University of Texas at Arlington, 2014

### Shaorong Zhang

Associate Professor  
Ph.D., University of Missouri - Columbia, 2004

## Management And Health Care Administration

### Charles Braun

Professor  
Ph.D., University of Kentucky, 1994

### Alberto Coutasse-Henecke

Professor



Ph.D., University of North Texas, 2004

**Dennis Emmett**

Professor  
Ph.D., Kent State University, 1978

**Dae Sung Ha**

Professor  
Ph.D., Penn State University, 1970

**Jamey Halleck**

Instructor  
M.B.A., Marshall University, 2000

**Kevin Knotts**

Assistant Professor  
Ph.D., West Virginia University, 2018

**Uyi Lawani**

Associate Professor  
Ph.D., University of North Texas, 2014

**Doohee Lee**

Professor  
Ph.D., University of Texas Health Science Center at Houston, 1999

**Marjorie McInerney**

Professor and Director  
Ph.D., Ohio State University, 1983

**Ralph McKinney**

Associate Professor  
Ph.D., Ashton Business School, 2008

**Ivan Muslin**

Associate Professor  
Ph.D., University of Memphis, 2011

**Margie Phillips**

Instructor  
M.S., Marshall University, 1996

**Marc Sollosy**

Associate Professor  
Ph.D., Kennesaw State University, 2013

**Deepak Subedi**

Professor and Chair  
Ph.D., University of Toledo, 2004

**William Willis**

Assistant Professor  
Ph.D., University of Kentucky, 2012

**Jingran Zhang**

Assistant Professor  
Ph.D., New Jersey Institute of Technology, 2017

Assistant Professor  
Ph.D., Southern Illinois University, 2015

**Bennie Eng**

Associate Professor  
Ph.D., Southern Illinois University, 2014

**Monisha Gupta**

Assistant Professor  
Ph.D., Dr. C V Raman University, 2019

**Anil Gurung**

Professor  
Ph.D., University of Texas, 2006

**Rex McClure**

Associate Professor  
Ph.D., Southern Illinois University, 2007

**Dale Shao**

Professor  
Ph.D., Georgia State University, 1989

**Uday Tate**

Professor  
Ph.D., University of Tennessee, 1983

**Shuqin Wei**

Assistant Professor  
Ph.D., Southern Illinois University, 2014

**Ricky Weible**

Professor  
Ph.D., Mississippi State University, 1993

**Olen York**

Instructor  
J.D., The University of Akron, 2001

## Marketing, MIS And Entrepreneurship

**Elizabeth Alexander**

Professor and Chair  
Ph.D., University of Kentucky, 2000

**Fnu Ang**