

# School of Business Administration

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## Introduction

The study of business administration has been an important part of the curriculum of Stetson University since 1885, an experience in teaching business courses that is longer than at any other Florida college. Stetson offers modern facilities, equipment, and most importantly a practice of offering students newly developing knowledge and innovations in the fast changing field of business administration.

## Accreditation

Stetson University, through its School of Business Administration, is nationally accredited by AACSB International (The Association to Advance Collegiate Schools of Business) at the undergraduate and graduate levels in business and at the undergraduate and graduate levels in accounting.

## Vision

As a learning community, we develop the values, character, knowledge, and skills vital for world-class business professionals.

## Mission

As a premier educational institution, we provide an innovative learning environment in which members of the community act as co-creators of knowledge to develop leaders who are prepared to address the challenges inherent in global organizations.

## Values

- As a premier AACSB-accredited business school, we value relevance, academic rigor, and student engagement in our programs and curricula.
- We respect the diversity of individuals and perspectives.
- We hold ourselves and our students to the highest standards of professionalism, integrity, and ethical behavior.
- We promote responsibility, accountability, and self-awareness by our students.
- We foster innovation and innovators.
- We value scholarship and other intellectual endeavors that advance our disciplines and impact business practices and pedagogical skills.
- We maintain currency through interaction with business professionals, consulting, and involvement with professional and academic organizations.
- We promote and support life-long learning.

## An Effective Learning Climate

We create a climate of continuous improvement, where we assess our work with comprehensive assurance of learning processes.

## Goals

Underlying business education at Stetson is the belief that modern business managers must have skill in decision-making, developed through problems, projects, case studies, discussions, and the study of analytical techniques. Specific course offerings are designed to show students how the business system functions and how certain skills and techniques enable them to play an active role in the business world. Graduates of the School of Business Administration are prepared for a productive and satisfying career and have, through the years, met ready acceptance by a wide range of businesses and organizations.

## Admission

Any student admitted unconditionally to Stetson University is eligible for admission to the School of Business Administration. The School of Business Administration reserves the right to limit enrollment in the School or in the School's majors based on the capacity of the program and the qualifications of students.

## Academic Expectations

The degree of Bachelor of Business Administration is conferred upon students who successfully complete a prescribed program of 32 units, with at least a C average in the major, at least a C average overall, and approval of the faculty of the School of Business Administration. Courses listed Pass/Fail may not be used for foundation, major, or minor credit but may only satisfy general elective credit.

Additionally, only two courses may be transferred into Stetson University to meet School of Business Administration major requirements (excluding Business Foundation). Courses taken at another university numbered lower than 300-level may not be transferred in to meet a 300-level requirement.

Students transferring in ENGL 101 and who must meet the University writing requirement may do so with a writing-intensive course in the business curriculum (based on recommendation from the Director of the Writing Program).

Starting Fall 2016, all undergraduate students working toward a major or minor offered by the School of Business Administration are required to have a laptop computer with wi-fi access capability and running one of the following web browsers:

- Chrome (33 and up)
- Internet Explorer (10 and up)
- Safari (6.1.3 and up)
- Mobile Safari (iOS 7 and later)
- Firefox (28 and up)

Students may be required to bring their laptops to the classroom as need by the instructors of the courses.

## Attendance

In the School of Business Administration, regular attendance is expected. Individual faculty members may set their own attendance policies.

## Curriculum

The undergraduate curriculum in the School is divided into twelve programs of study. Business majors must complete the core curriculum and the specific requirements of one of the twelve majors. Students wishing to double major and/or double minor and/or combine a major and minor within the School of Business are permitted to double count a maximum of two courses in the major and/or minor. A maximum of two courses are permitted to double count regardless of whether the student is satisfying an elective or a requirement in one or both majors and/or minors. Each of the majors must have a minimum of four unique courses as major requirements and the minors must have a minimum of two unique courses to meet minor requirements.

## Majors

### Bachelor of Business Administration

The School of Business offers Bachelor of Business Administration degrees in the following areas:

- Accounting (<http://catalog.stetson.edu/undergraduate/business-administration/accounting/business-administration-accounting-ba>)
- Business Administration (<http://catalog.stetson.edu/undergraduate/business-administration/business-administration/business-administration-bba>)
- Business Systems and Analytics (<http://catalog.stetson.edu/undergraduate/business-administration/business-systems-analysis/business-systems-analysis-bba>)
- Economics (<http://catalog.stetson.edu/undergraduate/business-administration/economics/economics-bba>)
- Entrepreneurship (<http://catalog.stetson.edu/undergraduate/business-administration/entrepreneurship/entrepreneurship-bba>)
- Family Enterprise (<http://catalog.stetson.edu/undergraduate/business-administration/family-enterprise/family-enterprise-bba>)
- Finance (<http://catalog.stetson.edu/undergraduate/business-administration/finance/#majorstext>)
- Flex Major (<http://catalog.stetson.edu/undergraduate/business-administration/business-flex-major>)
- International Business (<http://catalog.stetson.edu/undergraduate/business-administration/international-business/international-business-bba>)
- Management (<http://catalog.stetson.edu/undergraduate/business-administration/management/management-bba>)
- Marketing (<http://catalog.stetson.edu/undergraduate/business-administration/marketing/marketing-bba>)
- Professional Sales (<http://catalog.stetson.edu/undergraduate/business-administration/professional-sales/professional-sales-bba>)
- Sport Business (<http://catalog.stetson.edu/undergraduate/business-administration/sport-management/sport-management-bba>)

## Minors

The minors available to students in the School of Business include the following:

- Accounting (<http://catalog.stetson.edu/undergraduate/business-administration/business-minors/accounting-minor>)
- Applied Statistics (<http://catalog.stetson.edu/undergraduate/business-administration/business-minors/applied-statistics-minor>)
- Business Administration (<http://catalog.stetson.edu/undergraduate/business-administration/business-minors/business-administration-minor>)
- Business Law (<http://catalog.stetson.edu/undergraduate/business-administration/business-minors/business-law-minor>)
- Business Systems and Analytics (<http://catalog.stetson.edu/undergraduate/business-administration/business-minors/business-systems-analysis-minor>)
- Data Analytics (<http://catalog.stetson.edu/undergraduate/arts-sciences/interdisciplinary-minors/dataanalytics>)
- Entrepreneurship (<http://catalog.stetson.edu/undergraduate/business-administration/business-minors/entrepreneurship-minor>)
- Family Enterprise (<http://catalog.stetson.edu/undergraduate/business-administration/business-minors/family-enterprise-minor>)
- Finance (<http://catalog.stetson.edu/undergraduate/business-administration/business-minors/finance-minor>)
- International Business (<http://catalog.stetson.edu/undergraduate/business-administration/international-business/#minorstext>)
- Management (<http://catalog.stetson.edu/undergraduate/business-administration/business-minors/management-minor>)

- Marketing (<http://catalog.stetson.edu/undergraduate/business-administration/business-minors/marketing-minor>)
- Professional Sales (<http://catalog.stetson.edu/undergraduate/business-administration/business-minors/prof-sales-minor>)
- Sport Business (<http://catalog.stetson.edu/undergraduate/business-administration/business-minors/sport-management-minor>)

## Special Programs

### The Roland George Investments Program

The Finance Department of the School of Business Administration offers a unique program of advanced education in investment management that equips students for positions in financial institutions such as banks, trust companies, brokerage firms and investment advisory firms. Students who successfully complete required preliminary courses in finance and investments may qualify to enroll in special courses in Investment Portfolio Management. In these courses, taught by Distinguished Visiting Professors experienced in the investments field, students assume full responsibility for active management of a portfolio valued at 3.4 million dollars. The fund resulted from a gift given in memory of Roland George, who spent his career in the investments field. It was his wish that students experience on a firsthand basis the risks and rewards of making investment decisions. Students are responsible for earning sufficient income from the fund to pay the expenses of the program, including the costs of the visiting professors, scholarships for outstanding investments students, and library and software resources. Students perform research in a modern, state-of-the-art trading room facility which contains computing resources, software such as Bridge, Baseline, and Bloomberg, as well as a real time ticker and data wall.

More information can be found online at <http://www.stetson.edu/academics/programs/roland-george-investments.php>.

### The Joseph C. Prince Entrepreneurship Program

The Prince Entrepreneurship Program, housed in the department of Management & International Business, includes four courses designed to help students discover both the realities and demands of business ownership. A complete description of these four courses is presented in the Business School's course description section of this University *Catalog*. Select courses may also be used as part of a General Business major or may be taken as a coordinated series of electives.

Students will sharpen their judgment and insight in assessing the likelihood that a proposed business will fail or succeed, understanding the many steps necessary to launch a business, writing a business plan, understanding the venture capital/new venture finance industry, understanding the personal costs and joys from successful entrepreneurs.

The Program pedagogy emphasizes applied learning in experiential or case contexts. Drawing from both the academic and professional worlds, the Prince Entrepreneurship Program is equipping the next generation of entrepreneurs to successfully navigate the risky waters of launching a business while demonstrating to students pursuing conventional employment the value of "thinking like an owner."

More information can be found online at <http://www.stetson.edu/academics/programs/entrepreneurship.php>

### The Family Enterprise Center

The Family Enterprise Center offers an undergraduate major and minor in the area of family enterprise. The major and minor are interdisciplinary, experiential, and involve extensive interaction with professionals in family enterprises. The benefits of enrolling in the major or minor include increased credibility self-confidence and marketability via job offers. The Center's purpose is to integrate the student's undergraduate education with family enterprise. The Center believes and values the concept that family enterprise is about the family as much as it is about enterprise. The students will see first-hand how these concepts co-exist within the organization. The student will assess the traits of a family enterprise and forge relationships with actual family enterprises involved in our program. They will also benefit from interaction with professionals in this field through guest speakers and internships.

The goals of the Center are as follows: establishing family enterprise as a legitimate, distinct, interdisciplinary academic field validating, supporting, and enhancing family enterprise on the nation's enterprise agenda bringing all the resources of the University (including teaching, research, and outreach) together to help family enterprises learn, grow, and prosper.

More information can be found online at <http://www.stetson.edu/academics/programs/family-enterprise.php>

### The Stetson Summer Innsbruck Program

The Stetson Summer Innsbruck Program makes international study possible through a European summer school opportunity in Innsbruck, Austria. Students studying abroad in the Summer Innsbruck Program must have a minimum overall GPA of 2.5, an acceptable judicial record, and have completed 32 credits.

The July/August summer program is made up of regular, fully accredited and transferable courses, taught by top Stetson University and distinguished visiting faculty. Each student selects two courses that best fit his/her interests. A wide range of courses is offered so that the program will appeal to students with a variety of needs. The program is open to students in all majors; students from other universities are welcome to participate. German language ability is not required; all classes are taught in English. Classes are held mornings, and the schedule includes long weekends, giving participants ample time for travel and sightseeing – an important component of the educational experience.

The program is based in Innsbruck, Austria. Centrally located in the heart of the cool and breathtakingly beautiful Alps, Innsbruck is a fascinating city in its own right and an ideal base for travel throughout Europe. For more information, contact Nancy Kernan at (386) 822-7394.

More information can be found online at <http://www.stetson.edu/sip>.

## General Education

All students in the School of Business must meet the following General Education requirements in addition to specific requirements within the major area of study. Furthermore, School of Business majors have a common set of Business Foundation courses which must be met. The specific additional requirements of the individual majors are found in the following sections.

Each student must complete at least four writing or writing enhanced (WE) courses to complete the University Writing Requirement. At least two of these courses must be from General Education. Based upon Admissions application information, students may be placed in ENGL 100; ENGL 100 may be used to count toward the Writing requirement.

| Code   | Title   | Units |
|--|---|-------|
| <b>Foundations</b>   |   |       |
| Writing Requirement  |   |       |
| FSEM 100   | First Year Seminar                                    | 1     |
| Junior Seminar   |   |       |
| Quantitative Reasoning   |   |       |
| Select 1 unit from the following:  |   |       |
| MATH 122Q  | Calculus for Business Decisions                       |       |
| MATH 131Q  | Calculus I with Review Part 2                         |       |
| MATH 141Q  | Calculus I with Analytic Geometry                     |       |
| <b>Knowledge of Human Cultures and the Natural World</b>                                     |   |       |
| Select 1 unit from:  |   |       |
| Creative Arts (any A course) <sup>1</sup>  |   |       |
| Modern Language (at 102L level or above - any L course)                                      |   |       |
| ECON 103S  | Essentials of Economics I                             | 1     |
| Select 3 units from among the following categories:  |   |       |
| Creative Arts (any A course (includes A, or MUSC, MUSA or MUSE credit courses)) <sup>1</sup> |   |       |
| Culture and Belief (any B course)  |   |       |
| Individuals, Societies, and Social Systems (any S course)                                    |   |       |
| Historical Inquiry (any H course)  |   |       |
| Physical and Natural World (any P course)  |   |       |
| Modern Language (any level)  |   |       |
| Quantitative Reasoning   |   |       |
| <b>Personal and Social Responsibility</b>  |   |       |
| SOBA 209V  | The Legal, Social and Ethical Environment of Business | 1     |
| Total Units  |   | 9     |

<sup>1</sup> Course(s) must equal 1 unit.

## Foundations

| Code                            | Title   | Units |
|---------------------------------|---|-------|
| <b>Common Body of Knowledge</b> |   |       |
| SOBA 100                        | Transitions I: Self Ownership and Direction                     | 0.5   |
| BSAN 111                        | Introduction to Business Analytics                              | 1     |
| SOBA 205                        | Professional Communications                                     | 1     |
| BSAN 250                        | Management Information Systems                                  | 1     |
| STAT 301Q                       | Business Statistics   | 1     |
| ACCT 211                        | Introduction to Financial Accounting                            | 1     |
| ACCT 212                        | Introduction to Management Accounting                           | 1     |
| INTL 201                        | International Business and Culture (or equivalent) <sup>2</sup> | 1     |
| FINA 311                        | Financial Management  | 1     |

|             |                               |      |
|-------------|-------------------------------|------|
| MKTG 315    | The Marketplace and Consumers | 1    |
| MGMT 305    | Principles of Management      | 1    |
| MGMT 495    | Strategic Management          | 1    |
| Total Units |                               | 11.5 |

- <sup>1</sup> Must be taken during the freshman year of study
- <sup>2</sup> The International Business and Culture requirement may be satisfied with INTL 201 or any other approved internationally-focused business course.

## Experiential Learning

Experiential learning is the process of developing knowledge and skill from direct active experiences beyond a traditional classroom. Through experiential learning activities, students reflect on how the tools and techniques taught in an academic setting transfer to a real world setting and bring this understanding back to the classroom through concrete examples and meaningful conversations. Experiential learning typically involves a significant activity which offers students a chance to reflect on their curricular learning, gain an overall understanding of their future work environment and create the foundation for success after graduation. Experiential learning activities offer students rich opportunities to understand the implications and experience the consequences of their decisions, deepen their understanding of the curricular content as well as understand the role of personal values in their decision making. All undergraduate students majoring in business must **complete two significant experiential learning activities** as a requirement for graduation.

For an activity to satisfy the experiential learning requirement, it must:

1. Have scope. It must represent a significant investment of time and effort on the part of the student.
2. Demonstrate rigor. It must entail a noteworthy interaction with college-level academic thought.
3. Promote reflection. It must involve personal application by the student of classroom material.

Many courses and co-curricular activities are pre-approved as satisfying the experiential learning requirement. Students may also petition for special approval of additional activities.

## Co-Curricular/Cultural Attendance Requirements

In addition to all academic requirements, students are required, for graduation, to complete 24 events. The Dean's Office provides a list of approved events each semester. Students may also view the list of co-curricular events under Calendar of Events at [www.stetson.edu](http://www.stetson.edu).

## Faculty

Amiri, Shahram

*Associate Professor of Information Systems, 1996*

*Chair of Decision and Information Sciences, 2013*

B.S., M.S., Old Dominion University

Ed.D., College of William and Mary

Andrews, William A.

*Associate Professor and Chair of International Business, 1993*

B.B.A., University of Georgia

M.I.M., American Graduate School of International Management

Ph.D., University of Georgia

Augustine, Fred K., Jr.

*Professor of Decision and Information Sciences, 1986*

B.A., M.B.A., Ph.D., The Florida State University

Bakamitsos, Georgios

*Associate Professor of Marketing, 2013*

*Associate Dean of Graduate Business Programs, 2013*

B.S., American College of Greece

Ph.D., Northwestern University

Barbera, Francesco

*Assistant Professor of Management, Entrepreneurship and Family Enterprise, 2013*

*Director of Family Enterprise Center, 2014*

B.A., M.A., Ph.D., Bond University

Batista, Tara

*Visiting Instructor of Management, Entrepreneurship and Family Enterprise, 2014*

B.A., Stetson University  
M.S., University of Oxford  
Ph.D., Columbia University

Begalla, J. Peter

*Visiting Lecturer of Family Enterprise, 2014*

B.S., Guilford College  
M.S., Stetson University

Beasley, James R.

*Professor of Management, Entrepreneurship and Family Enterprise, 1973*

B.A., M.A., Stetson University  
M.A., Andover Newton Theological School  
Ph.D., Tufts University

Bitter, Michael E.

*Professor and Chair of Accounting, 1996*

*Rinker Distinguished Professor of Accounting, 2011*

B.B.A., Stetson University  
M. Acc., University of Florida  
Ph.D., University of Mississippi  
C.P.A., C.G.M.A.

Brenner, Vincent C.

*The David M. Beights Professor of Accounting, 1998*

B.S., Mount Saint Mary's College  
M.B.A., Ph.D., Pennsylvania State University  
C.P.A.

Carrick, Jon

*Assistant Professor of International Business, 2011*

B.S., B.B.A., Stetson University  
M.S., University of Florida  
Ph.D., University of Glasgow

Chambers, Valrie

*Associate Professor of Tax and Accounting, 2014*

B.S., University of Illinois  
M.B.A., Houston Baptist University  
Ph.D., University of Houston  
C.P.A.

Copeland, Richard Wyatt

*Associate Professor of Business Law and Tax, 1976*

B.S., Mississippi College  
J.D., University of Florida  
LL.M., Tax, University of Miami

Cox, Tod

*Assistant Professor of Marketing, 2014*

B.S., M.S., Texas A&M University  
M.S., University of Houston  
M.B.A., M.A., Ph.D., Rice University

DeMoss, Michelle A.

*Professor of Marketing, 1990*

*Dennis C. McNamara, Sr. Chair of Marketing, 2010*

B.S., Ph.D., University of Florida

Dykes, Mitzi

*Instructor of Management, 2014*

B.A., M.A., Stetson University  
C.P.C.U., A.R.M.

Fernandez, Giovanni

*Assistant Professor of Finance, 2012*

B.A., Ph.D., Florida International University

Foo, Jennifer

*Professor of Finance, 1990*

B.A., Smith College

M.A., Ph.D., Northeastern University

Goldring, Deborah

*Assistant Professor of Marketing, 2012*

B.A., University of Pennsylvania

M.S., University of Miami

M.B.A., Villanova University

Ph.D., Florida Atlantic University

Goss, Benjamin

*Associate Professor and Director of Sport Business Program, 2013*

B.S., Louisiana Tech University

Ed.D., The University of Southern Mississippi

Holloway, Bonnie

*Visiting Lecturer of Accounting, 2013*

B.S., M.B.A., Stetson University

C.P.A.

Hurst, Matt

*Assistant Professor of Finance, 2012*

B.A., University of North Carolina

Ph.D., University of Central Florida

Jeancola, Monica

*Assistant Professor in Accounting, 1997*

B.B.A., M.B.A., Stetson University

Ph.D., University of Florida

C.P.A.

Jones, Scott

*Associate Professor and Chair of Marketing, 2009*

B.S. (Finance), B.S. (Marketing), The Florida State University

M.B.A., University of Tampa

Ph.D., University of Oregon

Ma, K. C.

*Visiting Professor of Applied Investments, 1998, 2001*

*Director, George Investments Institute, 2011*

B.S., National Chiao Tung University

M.B.A., Ph.D., University of Illinois

C.F.A.

Mallett, James E.

*Professor of Finance, 1984*

*Director, Summer Innsbruck Program*

B.A., West Virginia Wesleyan College

Ph.D., Wayne State University

McCann, Gregory K.

*Professor of Business Law, 1990*

B.A., Stetson University

J.D., University of South Florida

Michelson, Stuart

*Professor of Finance, 2001*

*Roland and Sarah George Chair of Finance, 2001*

B.S., M.B.A., University of Missouri

Ph.D., The University of Kansas

Mueller, Carolyn

*Professor of International Business, 1999*

B.S.B.A., M.B.A., University of Akron

Ph.D., University of South Carolina

Nicholson, Carolyn Y.

*Professor of Marketing, 2000*

*Dennis C. McNamara Sr. Chair of Marketing, 2010*

B.A., Wingate College

M.A., University of Georgia

Ph.D., Virginia Polytechnic Institute and State University

Oliphant, Gary

*Associate Professor of Management, 1995*

B.A., California State College

M.Ed., California University of Pennsylvania

Ph.D., Florida State University

Paris, Luis

*Visiting Lecturer in International Business, 2013*

B.B.A., M.B.A., Stetson University

Rao, B. Madhu

*Professor of Decision and Information Sciences, 2014*

*Associate Dean of Undergraduate Business Programs, 2014*

B.E., Osmania University

M.Tech., Indian Institute of Technology

Ph.D., University of Toronto

Rasp, John

*Associate Professor of Decision and Information Sciences, 1989*

B.S., Rose-Hulman Institute of Technology

M.A., Reformed Theological Seminary

M.S., Ph.D., The Florida State University

Rickling, Maria

*Assistant Professor of Accounting, 2011*

B.B.A., University of Cincinnati

M.Acc., M.S., Ph.D., Florida International University

Stryker, Judson P.

*Professor of Accounting, 1976*

*Eugene M. Lynn Chair, 1993*

B.S.B.A., University of Florida

M.B.A., Stetson University

D.B.A., Mississippi State University

C.P.A.

Thorne, Betty

*Professor of Decision and Information Sciences, 1980*

Director of Undergraduate Business Student Success

B.S., Geneva College

M.A., Ph.D., Indiana University

Tichenor, John M.

*Associate Professor and Interim Chair of Management, Entrepreneurship and Family Enterprise*

B.A., M.A., Baylor University

Ph.D., The Florida State University

Tobler, Chris

*Associate Professor and Chair of Finance, 2007*

B.A., Boston College

M.A., M.B.A., Ph.D., University of Arkansas



LL.M., The Judge Advocate General's School

West, Jessica

*Assistant Professor of Finance, 2014*

B.A., B.S., M.S., Ph.D., Florida State University

Wilson, Matthew

*Associate Professor of Sport Business, 2008*

B.S., M.Ed., Georgia Southern University

Ed.D., University of Georgia

Woodside, Joseph

*Assistant Professor of Decision and Information Science, 2013*

B.S., M.B.A., D.B.A.-IS, Cleveland State University