

# 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.

The capstone course in the School of Business, MGMT 495, provides an integrative experience where students refine and demonstrate critical skills essential to success:

- Writing effectively
- Engaging with information strategically
- Analyzing, evaluating, and synthesizing data to achieve a goal

## 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 elected to be taken Pass/Fail may not be used for foundation, major, or minor 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.

All undergraduate students working toward a major or minor offered by the School of Business Administration are required to have a laptop computer, running either MacOS or Windows (preferred), with wi-fi access capability, a webcam, and capable of running the latest updated version one of the following web browsers:

- Chrome
- Microsoft Edge
- Safari
- Mobile Safari
- Firefox

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. 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.

## Majors

### Bachelor of Business Administration

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

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

## Minors

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

- Accounting (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/accounting-minor/>)
- Applied Statistics (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/applied-statistics-minor/>)
- Business Law (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/business-law-minor/>)

- Business Systems and Analytics (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/business-systems-analysis-minor/>)
- Data Analytics (<https://catalog.stetson.edu/undergraduate/arts-sciences/interdisciplinary-minors/dataanalytics/>)
- Entrepreneurship (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/entrepreneurship-minor/>)
- Family Enterprise Management (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/family-enterprise-minor/>)
- Finance (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/finance-minor/>)
- Human Resource Management (<https://catalog.stetson.edu/undergraduate/business-administration/human-resource-management/#minorstext>)
- International Business (<https://catalog.stetson.edu/undergraduate/business-administration/international-business/#minorstext>)
- Management (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/management-minor/>)
- Marketing (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/marketing-minor/>)
- Professional Sales (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/prof-sales-minor/>)
- Sport Business (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/sport-management-minor/>)

The following minor is available only to students in the College of Arts & Sciences or the School of Music

- Business Administration (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/business-administration-minor/>)

## Signature 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 <https://www.stetson.edu/business/roland-george/index.php> (<https://www.stetson.edu/business/roland-george/>)

## 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 <https://www.stetson.edu/business/entrepreneurship/>

## The Family Enterprise Center

The Family Enterprise Center offers an undergraduate major and minor in the area of family enterprise management. 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 <https://www.stetson.edu/other/academics/undergraduate/family-enterprise-management.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 Andrew Paez at (386) 822-7421.

More information can be found online at <http://www.stetson.edu/sip> (<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 will count toward the Writing requirement if completed with a minimum grade of C. A single course may not be used to meet more than one of the General Education requirements, but a single course may count toward a General Education requirement and the student's major or minor requirements, as well as count as a Writing Enhanced course in the Writing requirement.

Code	Title	Units
<b>Foundations</b>		
Writing Requirement		
FSEM 100	First Year Seminar	1
	Junior Seminar	1
	Quantitative Reasoning	1
Select one 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	

**Knowledge of Human Cultures and the Natural World**

Select one unit from: 1

Creative Arts (any A course, or 4 - MUSC, MUSA or MUSE credit courses)

Modern Language (at 102 level or above)

ECON 104S Foundations of Economics I 1

Select three units from among the following categories: 3

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 (any Q course)

**Personal and Social Responsibility**

SOBA 209V Introduction to Business Ethics 1

**Total Units** 9**Foundations**

Code	Title	Units
<b>Common Body of Knowledge</b>		
SOBA 200	Professional Communications	1
ACCT 201	Fundamentals of Accounting	1
SOBA 201	Fundamentals of Financial Analysis	1
SOBA 202	Fundamentals of Organizations and Markets	1
SOBA 203	Fundamentals of Marketing and Technology	1
INTL 201	International Business and Culture (or equivalent) <sup>1</sup>	1
STAT 301Q	Business Statistics	1
MGMT 495	Strategic Management	1
<b>Total Units</b>		<b>8</b>

<sup>1</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 <https://www.stetson.edu/other/calendar/>.

**Faculty**

Amiri, Shahram

*Associate Professor of Information Systems, 1996*

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

Ed.D., College of William and Mary

Andrews, William A.

*Associate Professor 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

Azab, Carol

*Assistant Professor of Marketing, 2016*

B.S., M.S., Alexandria University

Ph.D., Southern Illinois University

Bakamitsos, Yiorgos

*Associate Professor of Marketing, 2013*

*Interim Dean of School of Business Administration, 2021*

B.S., American College of Greece

Ph.D., Northwestern 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.

Carrick, Jon  
*Associate 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*  
*Chair of Accounting, 2018*  
 B.S., University of Illinois  
 M.B.A., Houston Baptist University  
 Ph.D., University of Houston  
 C.P.A.

Croom, Randall  
*Associate Professor of Management, 2016*  
 B.S., M.B.A., Florida A&M University  
 Ph.D., University of Florida

DeMoss, Michelle A.  
*Professor of Marketing, 1990*  
*Dennis C. McNamara, Sr. Chair of Marketing, 2010*  
 B.S., Ph.D., University of Florida

DiFebo, Matthew  
*Assistant Professor of Practice in Sport Business, 2022*  
 B.S., M.S., University of Florida

Fernandez, Giovanni  
*Associate 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

Galloway, Elizabeth  
*Assistant Professor of Practice in Business Law and Chair of Management, 2016*  
 B.A., College of William and Mary  
 J.D., Duke University

Gibson, Robert  
*Visiting Assistant Professor of Management, 2020*  
 BA, Stetson University  
 MBA, Florida Atlantic University

Goldring, Deborah  
*Associate Professor of Marketing, 2012*  
 B.A., University of Pennsylvania  
 M.S., University of Miami  
 M.B.A., Villanova University  
 Ph.D., Florida Atlantic University

Green, Juanne  
*Assistant Professor of Management (HR), 2019*  
 B.S., North Carolina Agricultural and Technical State University  
 M.H.R., The Ohio State University  
 D.B.A., Kennesaw State University

Hale, Dena  
*Assistant Professor of Sales & Marketing, 2020*

B.A., B.S., M.B.A., Ph.D., Southern Illinois University

Hanson, K. Bud  
*Executive Director of Professional & Corporate Education (PaCE)*  
*Assistant Professor of Practice*

Holloway, Bonnie  
*Visiting Lecturer of Accounting, 2013*  
 B.S., M.B.A., Stetson University  
 C.P.A.

Hurst, Matt  
*Associate Professor of Finance, 2012*  
 B.A., University of North Carolina  
 Ph.D., University of Central Florida

Imes, Matthew  
*Assistant Professor of Finance, 2020*  
 B.S., Anderson University  
 M.S., University of Maryland  
 Ph.D., Temple University

Jones, Scott  
*Associate Professor of Marketing, 2009*  
 B.S. (Finance), B.S. (Marketing), The Florida State University  
 M.B.A., University of Tampa  
 Ph.D., University of Oregon

Mascio, David  
*Professor of Practice & Roland & Sarah George Professor of Investments, 2021*  
*Roland & Sarah George Endowed Chair of Applied Investments*  
 B.A., University of New Mexico  
 M.B.A., University of Liverpool, U.K.  
 Ph.D., EDHEC Business School, Nice, France

Mendoza, Monica  
*Assistant Professor in Accounting, 1997*  
*Assistant Dean of Academic Services, 2017*  
 B.B.A., M.B.A., Stetson University  
 Ph.D., University of Florida  
 C.P.A.

Miller, Paula  
*Assistant Professor of Practice, 2022*  
*Program Director, Human Resource Management, 2022*  
 B.S., Ohio University  
 M.S., Purdue University

Najour, Kenneth  
*Assistant Professor of Accounting, 2021*  
 B.S., Santa Clara University  
 M.Acc., University of Miami  
 D.B.A., University of Florida  
 C.P.A.

Nicholson, Carolyn Y.  
*Professor and Chair of Marketing*  
*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

Nickell, Erin  
*Assistant Professor of Accounting, 2018*



B.S., University of Florida  
M.S., Ph.D., University of Central Florida  
C.P.A.

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*  
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  
*Associate Professor of Accounting, 2011*  
B.B.A., University of Cincinnati  
M.Acc., M.S., Ph.D., Florida International University

Riggs, John  
*Professor of Practice in Marketing, 2016*  
*Director of the Centurion Sales Excellence Program*  
B.S., University of Florida  
M.B.A., D.B.A., Kennesaw State University

Sause, William  
*Visiting Assistant Professor of Decision and Information Sciences, 2015*  
B.S. St. John's University  
M.S., Ph.D., Nova Southeastern University

Stryker, Jay  
*Visiting Assistant Professor of Business and Analytics, 2019*  
B.S., Stetson University  
M.S., Georgia Institute of Technology  
M.S., Ph.D., Florida State University

Subramanian, Ram  
*Professor of Leadership, 2015*  
B.S., University of Madras, India  
A.C.A., Associate of the Institute of Chartered Accountants of India  
M.S., Sam Houston State University  
Ph.D., University of North Texas

Taylor, Kevin P.  
*Assistant Professor of Entrepreneurship, 2020*  
BA, Economics, DePaul University  
D.B.A, Entrepreneurship, DePaul University

Thorne, Betty  
*Professor of Decision and Information Sciences, 1980*  
B.S., Geneva College  
M.A., Ph.D., Indiana University

Tichenor, John M.  
*Associate Professor, Entrepreneurship and Family Enterprise*  
B.A., M.A., Baylor University  
Ph.D., The Florida State University

Vogel, Areti  
*Visiting Assistant Professor of Management, 2017*  
B.B.A., Stetson University  
J.D., Stetson University College of Law  
M.B.A., IFA Paris  
Ph.D., University of North Carolina

West, Jessica  
*Associate Professor of Finance, 2014*  
B.A., B.S., M.S., Ph.D., Florida State University

Woodside, Joseph  
*Associate Professor of Decision and Information Science, 2013*  
*Chair of Decision and Information Systems, 2022*  
B.S., M.B.A., D.B.A.-IS, Cleveland State University

Xanthopoulos, Petros  
*Associate Professor of Decision and Information Sciences, 2016*  
B.S., Technical University of Crete  
M.S., Ph.D., University of Florida

Yan, Shan  
*Assistant Professor of Finance, 2021*  
B.S., M.A., Huzhong University of Science and Technology, China  
M.A., University of Arizona  
Ph.D., Michigan State University

Young, Megan  
*Instructor of Management, 2018*  
M.B.A., Stetson University