College of Business Administration

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The College of Business Administration at Georgia Southern University is part of a comprehensive, regional university. At the undergraduate level, we provide the Bachelor of Business Administration degree with majors in accounting, economics, finance, information systems, logistics and intermodal transportation, management, and marketing. At the graduate level, we provide the Master of Business Administration, online MBA, Master of Accounting, WebMACC, and online Master of Science in Applied Economics degrees to prepare students for accounting and management positions of significant responsibility. Our degree programs are accredited by the AACSB, an affiliation that underscores the College’s dedication to continuous improvement and commitment to excellence. Our accounting programs hold separate AACSB accreditation.

Mission

The College of Business Administration at Georgia Southern University cultivates an invigorating academic environment that supports lifelong learning, individual growth, and a global mindset. The college distinguishes itself from colleges of business at other large, nationally recognized research universities by emphasizing close interactions and engagement among faculty, students, and the business community. We produce and share useful research. Our teaching reflects our concern for academic excellence and student success. Our faculty, staff, students, and alumni use their diverse strengths to advance our core values: excellence, integrity, accountability, respect, and an appreciation for sustainability.

Shared Values

Our mission is supported by a set of shared values that form the foundation for developing critical mission activities:

- **We value our students.** Our first responsibility is to our students. Faculty members encourage excellence in academic performance by exhibiting professionalism in teaching, mentoring, and advising and by being readily accessible for consultations outside the classroom. We believe a student’s career achievement is a result of this faculty/student interaction. Although the majority of our students are Georgia residents, we welcome and encourage the diversity that occurs as we gain increasing numbers of students from beyond our state and national borders.

- **We value our region.** As a College within a state-supported regional university, we recognize and value opportunities to assist in the development of our regional economy. Our desire to serve extends to providing regional businesses with professional assistance and learning opportunities in areas that cover an extensive range of domestic and international business practices.

- **We value our local community.** We recognize our involvement in the local community as a central part of our responsibilities. The support of and involvement in our community make it a better place in which to live and provides a better environment for our students.

- **We value our faculty and staff.** The College supports a collegial atmosphere for faculty and staff in which academic freedom exists and life-long learning is encouraged. While a balance of activities in teaching, research, and service is promoted, faculty members devote a significant amount of time and energy to teaching and other interactions with students. Scholarly efforts are predominantly focused on applied research, which supports the regional service dimension of our mission.

- **We value our alumni.** They provide leadership in business, the community, and the world. We strive to keep them involved in our mission, and we recognize them for their long-term, career achievements.

Core Commitments

The faculty and staff of the College of Business Administration are committed to creating an atmosphere that will enable us to be:

- a diverse, academically qualified faculty who makes students its first priority;
- providers of instruction that combines business theory and practice for effective student understanding of the dynamic business environment;
- providers of expertise to serve the local community and region;
- a dedicated, qualified staff who supports programs and activities;
- actively engaged with the Business Advisory Council; and
- actively engaged with our Alumni.

Student Outcomes

The faculty and staff of the College of Business Administration are committed to providing academic programs that will enable our graduates to:

- be proficient in communication;
- demonstrate an understanding of ethics and its business implications;
- apply analytical methods for problem solving and decision making;
- demonstrate an understanding of the global economy and its business implications;
- be proficient in information technology; and
- demonstrate an understanding of diversity and its business implications.

Experiential Learning Opportunities

Internships

Internship opportunities are available through the Office of Experiential Learning and Corporate Relations in the College of Business Administration. Internships are supervised work-study programs, designed to allow upper division students an opportunity to receive practical experience in their chosen field of study. Prerequisites include junior standing, a review of academic qualifications, and approval of the director. Students should contact Director Jim Davis, for further information.

Location: Room 2252, College of Business Administration
Telephone: (912) 478-5820.

Cooperative Education

Co-ops allow students the opportunity to gain work experience related to their academic major while earning a salary. To participate in a
cooperative education opportunity, a student must have completed at least 30 credit hours of instruction, have a grade point average of at least 2.5, and be willing to participate in a minimum of two alternating co-op work semesters. Work responsibilities and salaries are determined by the employer. Co-op students register for the designated Cooperative Education section. This is a non-credit course.

B.B.A. Specific Requirements

- Students with a declared major other than BBA, “Pre-Business,” or “Undeclared” may enroll in upper division courses offered by the College of Business Administration subject to completion of any course prerequisites or permission of the department chair responsible for the course.
- Students classified as “Pre-Business,” or “Undeclared” may not enroll in any upper division courses offered by COBA.
- In order to change from “Pre-Business” to “BBA” status, a student must have:
  a. an institutional GPA of at least 2.5,
  b. completed at least 45 credit hours, and
  c. earned a “C” or better in Financial Accounting (ACCT 2101).
- BBA majors enrolling in upper division business courses for the first time must have completed or be concurrently enrolled in Managerial Accounting (ACCT 2102) and Business Economics (ECON 2106).
- BBA degrees require 24 credit hours of course work under the heading “Specific Requirements Beyond Areas A1-F” and another 24 under the heading “Major Requirements” for a total of 48 credit hours of courses related to the major. In addition to University graduation requirements, at least half of this 48 credit hour total (i.e., 24 credit hours) must be taken at Georgia Southern for a BBA student to qualify for graduation.
- To qualify for graduation, BBA students must:
  a. make a minimum grade of “C” in all courses used to satisfy their “Major Requirements” and
  b. make a minimum grade of “C” in Managerial Accounting (ACCT 2102) and Business Economics (ECON 2106), as well as in the business core courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSA 3131</td>
<td>Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 3132</td>
<td>Applied Statistics and Optimization</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 4131</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>FINC 3131</td>
<td>Principles of Corporate Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3130</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3430</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3131</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>CISM 3131</td>
<td>Management Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>CISM 4135</td>
<td>Project Management and Development</td>
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<tr>
<td>ACCT 4130</td>
<td>Accounting Information Systems</td>
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<tr>
<td>Total Credit Hours</td>
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<td>24</td>
</tr>
</tbody>
</table>

Advisement

Undergraduate

Academic advisement for all pre-business and most B.B.A. business majors is managed by the College of Business Administration Student Services Center.

Location: Room 1100, College of Business Administration
Telephone: (912) 478-0085

Graduate

Academic advisement for Graduate Programs occurs in the Office of Graduate Programs in the College of Business Administration.

Location: Room 3300, College of Business Administration
Telephone: (912) 478-5767

Academic advisement for the Enterprise Resources Planning (ERP) Certificate program occurs through the Department of Information.

Location: Room 3126, College of Engineering and Information Technology
Telephone: (912) 478-4747