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 seeks to develop and promote a learning environment of the highest quality, characterized by inspired teaching and informed by meaningful research. Consistent with the traditions and mission of Georgia Southern University, the College of Business Administration offers a broad array of undergraduate programs and select graduate programs. We distinguish ourselves by our willingness to build and maintain strong relationships with and among our students, colleagues, alumni and the global business and nonprofit communities. We leverage these networks to create learning opportunities and new knowledge, both theoretical and practical. We are a diverse community, united in pursuit of our common values: continuous improvement, excellence, integrity, accountability, respect and sustainability.

Teaching in the College of Business:

We serve students who aspire to grow in competence, professionalism, and readiness. To do so, students should master material and develop skills that make them marketable and enable professional growth.

Our teaching values innovation in content and process. We strive to deliver material that is state of the art, informed by good science and practice, and that aligns with our expertise. We promote flexibility in delivery, utilizing multiple methods as necessary to connect best with our audience. Finally, we adapt our curriculum to stay current, to remain relevant, and to maintain alignment with our collective expertise.

Our learning environment extends beyond the classroom. It attracts students to the university, inspires them to learn, provides intellectual expertise to businesses, and creates demand for our graduates.

Research in the College of Business:

Our intellectual capital is the root of our distinctiveness and the source of our expertise in the classroom and in the academic and business communities. As such, it is essential that we invest in the cultivation and growth of our intellectual capital through research that is rigorous, meaningful and self-sustaining.

Rigor and quality are fundamental, but our research must also be meaningful and relevant. Hence, we value research that informs practice and teaching, just as we value work that informs theory. All are judged by their quality and impact, and all are validated by the recognition and adoption of others. Therefore, our research should be characterized by excellence, but driven by a desire to answer important questions.

Finally, we should invest in and encourage a culture of inquiry and learning. That culture should be a part of our DNA and institutionalized throughout our practices and processes. In all we do, our zeal for learning and meaningful discovery should be self-evident and consistently supported.

Service in the College of Business:

Service is essential to our profession and to the well-being of our College, University and society. Many types of meaningful service exist; the form is less important than the impact.

Whether serving our institution, our profession, the business world, or society, our faculty should be recognized as thought leaders who make a positive difference through the investment of their time and expertise. Effective service bolsters the reputation of the faculty and of the institution, while increasing our impact.

Finally, because service an important investment, it should be recognized and encouraged. Like teaching and research, service is an important way by which our college is continually revitalized, and it builds our reputation and impact.

Student Learning Outcomes

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

1. Apply analytical methods for problem solving and decision making.
2. Interpret the business implications of global and cultural diversity.
3. Recognize ethical implications of business decisions.
4. Demonstrate oral communication skills appropriate for a given business objective.
5. Compose written communication that is clear, concise, logically organized, and grammatically correct.
6. Select and use information systems that support key business processes.

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.
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

- 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 all courses in Area F as well as in the business core courses:

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

Undergraduate

Academic advisement for all 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