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Vision Statement

To be a leader among regional business schools recognized for preparing students for personal and professional success in a global economy.

Mission Statement

The Bloomsburg University College of Business is dedicated to teaching excellence, applied scholarly activity, and academic programs emphasizing experiential learning. Student-centered faculty prepare each one of our graduates to achieve personal and professional success and to positively impact organizations throughout our regional economy and beyond.
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Sutliff Hall Resource Rooms

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Zeigler College of Business (ZCoB)  
Bachelor of Science in Business Administration (BSBA)  
Learning Goals and Objectives

Graduates earn a degree by:

**Goal #1 Demonstrating** basic knowledge and skill in core business functions and the operating environment.

**Objective:**
- Demonstrate basic knowledge and skill within externally validated fundamental concepts of accounting, economics, finance, the legal environment of business, information systems, management, marketing, and quantitative analysis.

**Goal #2 Demonstrating** the ability to individually and collaboratively formulate, structure, and deliver professional written and oral communications.

**Objectives:**
- Write effective business correspondence using various types of media.
- Develop and orally deliver business presentations adapted to diverse stakeholders.
- Use appropriate grammar, nonverbal communication, and articulation.

**Goal #3 Demonstrating** the use of information technology in the execution of essential business tasks.

**Objectives:**
- Create and use documents, presentations, databases, and spreadsheets in the support of a decision-making process or other business-related task.
- Identify concepts and uses of business-related software tools.
- Identify and evaluate the information and technology assets of the organization.

**Goal #4 Demonstrating** the knowledge needed to compete in a global business environment.

**Objectives:**
- Identify the characteristics of the cultural, economic, social and legal environments faced by organizations in global markets.
- Make appropriate choices for operating in a global environment.

**Goal #5 Demonstrating** the ability to apply critical thinking skills to complex business situations.

**Objective:**
- Analyze complex business situations to identify problems, evaluate important issues and information, generate and evaluate potential solutions, and recommend courses of action using well-reasoned rationale(s).

**Goal #6 Demonstrating** ethical reasoning in business situations.

**Objective:**
- Recognize ethical dilemmas that exist in business scenarios, provide rationale for responses to those dilemmas using ethical schools of thought, and evaluate how possible solutions will affect stakeholders.

**Goal #7 Demonstrating** the ability to transition from the academic environment to a professional organizational environment.

**Objective:**
- Establish a professional network, construct a discipline-appropriate resume, demonstrate effective interviewing techniques, display proper business etiquette, and develop a professional portfolio.
Majors, Minors, Concentrations and Graduate Programs

AACSB-Accredited Undergraduate Majors

Accounting (B.S.B.A.)

Business Administration (B.S.B.A.) with concentrations in:
- Finance (B.S.B.A.)
- Personal Finance Specialization
- Information and Technology Management (B.S.B.A.)
- Management (B.S.B.A.)
- Marketing (B.S.B.A.)
- Marketing and Professional Sales (B.S.B.A.)

Business Education (B.S.B.A.)

International Business (B.S.B.A.) with concentrations in:
- Accounting
- Finance
- Human Resource Management
- Marketing
- Information and Technology Management
- Economics
- Policy and Globalization

Supply Chain Management (B.S.B.A.)

Minors
- Accounting
- General Business (for non-business majors
- Fraud Examination
- Information and Technology Management
- Legal Studies
- Management
- Marketing
- Professional Sales

Concentrations
- Human Resource Management
- International Business
- Personal Finance Planning
- Professional Selling
Graduate Programs

Master of Accountancy (M.Acc.)
BU Master of Accountancy program offers personal contact with faculty who have real-world accounting experience, resulting in graduates who are recruited and hired by leading accounting firms in the country. This program is designed for accounting graduates who need to complete graduate coursework to fulfill the AICPA 150-hour requirement for CPA certification.
For more information, visit http://www.bloomu.edu/gradschool/accounting

Master of Business Administration (M.B.A.)
BU's AACSB-accredited M.B.A. program provides the theoretical, analytical and operational expertise managers need to meet the challenges of managing human and material resources in dynamic, competitive environments. Whether you graduated with a degree in business, liberal arts or earth sciences, this M.B.A. program can fit your needs.
For more information, visit http://www.bloomu.edu/gradschool/mba

Master of Education - Business Education (M.Ed.)
BU's masters of education in business education program provides graduates with specialized knowledge and skills to teach business, computers and information technology; trains and develops employees for business and government; and teach in higher education or proprietary business schools.
For more information, visit http://www.bloomu.edu/gradschool/business-education
The Association to Advance Collegiate Schools of Business (AACSB)

AACSB provides internationally recognized, specialized accreditation for business and accounting programs at the bachelor's, master's, and doctoral level. The AACSB Accreditation Standards challenge post-secondary educators to pursue excellence and continuous improvement throughout their business programs. AACSB Accreditation is known worldwide as the longest-standing, most-recognized form of specialized/professional accreditation an institution and its business programs can earn. For more information, visit http://aacsb.edu/.

AACSB International Business Accreditation Standards

Strategic Management and Innovation
1. Mission, Impact, and Innovation
2. Intellectual Contributions and Alignment with Mission
3. Financial Strategies and Allocation of Resources

Participants- Students, Faculty, and Professional Staff
4. Student Admissions, Progression, and Career Development
5. Faculty Sufficiency and Deployment
6. Faculty Management and Support
7. Professional Staff Sufficiency and Deployment

Learning and Teaching
8. Curricula Management and Assurance of Learning
9. Curriculum Content
10. Student Faculty Interactions
11. Degree Program Educational Level, Structure, and Equivalence
12. Teaching Effectiveness

Academic and Professional Engagement
13. Student Academic and Professional Engagement
14. Executive Education
15. Faculty Qualifications and Engagement
Zeigler Institute for Professional Development

Bloomsburg University's Zeigler Institute for Professional Development is a comprehensive educational experience designed to build the personal and professional capacities necessary for career success through training and education in business etiquette, professional attire, interviewing, networking and resume writing.

Effective fall 2013, students are required to complete eight semesters of non-credit, co-curricular learning opportunities as a condition for graduation. Co-curricular learning activities include, but are not limited to: participation in a mentoring program designed to provide students with access to and support from mentors in the students’ fields of interest; attending an annual business conference featuring presentations and workshops by alumni and other business professionals; networking events with business professionals; career-related assessments and goal setting and refinement. For more information visit http://www.bloomu.edu/ZIPD.

Through ZIPD, students...

- gain a better understanding of the interconnectedness of the primary areas in business; marketing, management, accounting and finance
- systematically prepare for success in the business world across all four years
- increase knowledge about opportunities and expectations for a better understanding of career exploration and management
- expand their understanding of current conditions and what it means to be a professional in their field of interest or major
- set themselves apart by acquiring the tools to be a successful professional.

Zeigler Business Case Competition

The College of Business Zeigler Case Competition is an undergraduate competition that challenges students' knowledge, problem solving abilities, and teamwork skills by requiring them to solve realistic business problems as a team. Participation in the case competition is limited to one team from each section of MGMT 481. Being chosen to be member of the team – members will be selected by the students and faculty in each section - is both an honor and a challenge. Solving real world business problems under demanding conditions and strict deadline requirements is an ultimate test of each individual’s creativity and problem-solving abilities. As tomorrow’s business leaders, each student team will be better prepared to meet the challenges of a rapidly changing global business environment.

Teams will have approximately one week to research, analyze, and develop a set of action plans, make recommendations, and prepare their presentations. Each team will have a faculty advisor.

Teams will be judged by a panel of industry experts including CEOs, top management executives, consultants, business faculty, and deans. During the case presentation the judges will ask the presenting team questions, solicit further explanation of any unclear parts of the presentation, comment on the feasibility and thoroughness of recommendations given, and, perhaps, offer counter recommendations with supporting analyses or information. Helpful criticism, praise, and compliments will be given, as appropriate. Cash awards and certificates of achievement will be presented to winning teams.
Student Information

It is each student’s responsibility to understand and observe the academic policies and regulations of the University, to only register to courses for which prerequisites have been satisfied, and monitor their coursework to ensure that they meet the requirements for graduation. Refer to the undergraduate catalog on the BU web page.

Transfer Courses to BU
Students should contact the Registrar’s office to obtain prior approval forms. For more information, please visit http://www.bloomu.edu/registrar-transfer-credits.

Course Scheduling
Each semester, the registrar publishes the scheduling timetable online. Departmental suggested course sequence sheets are located on the third floor of Sutliff Hall and online at www.bloomu.edu/cob/student/requirements.
With the scheduling timetable and suggested course sequence, students are expected to schedule their classes. Scheduling on MyHusky: http://www.bloomu.edu/

Prerequisites
A prerequisite is a course that must be completed before another course can be taken. Prerequisites can be found on MyHusky and in the Course Catalog on the Registrar’s website.
For example, if a student wants to schedule Intro to Corporate Finance, he/she must complete ACCT 223 (Managerial Accounting), ACCT 220 (Financial Accounting), ACCT 222 (Principles Accounting II), ECON 156 (Business and Economics Math) or MATH 123 (Essentials Calculus), ECON 121 (Principles of Economics I), ECON 122 (Principles of Economics II) and ECON 256 (Business and Economic Statistics).

Change of Major
Students must obtain a permission slip from the third floor reception desk of Sutliff Hall for the desired major.

Students who wish to pursue a double major may obtain the Change of Major permission slip from the third floor receptionist desk of Sutliff Hall for their second major.

Drop/Add a class
A student who wishes to drop/add a class can start the process the first day of the semester. A student must follow the schedule changes timetable found on the Registrar’s website. All drop/adds must be completed by the end of the first week of classes. If the class is closed and the student needs the course as a prerequisite for another course, the student should contact the department that offers the course.

Withdraw from a Course
The withdrawal period for every term begins at the conclusion of drop/add and ends at the end of the 10th week of the semester. Students may withdraw from a course with a grade of “W.” A student can withdraw from a class online at the http://www.bloomu.edu/registrar-courses.
**Diversity Requirement**
Students must complete two courses (6 credits) in diversity-focused courses as identified in the scheduling information online. Students may be able to meet the diversity requirement by selecting courses which also meet general education requirements. In addition, some business courses are designated as culturally diverse and are double counted.

**Standards**
A cumulative GPA of 2.0 or higher in the major and overall is required for graduation. Business Education majors must maintain a cumulative GPA of 3.0 or higher. Sixty (60) of the 120 credits required for graduation must be earned at a four-year college or university.

**Dean’s List**
A full-time degree student (12 or more semester hours) whose semester GPA is 3.5 or higher will be named to the Dean’s List for that semester. Grades of “P” are not included in the calculation of a student’s GPA.

**University Course Repeat Policy**
A student may repeat a maximum of six (6) courses (not more than 14 credit hours) in which grades of “C-“, “D+”, “D” or “F” have been earned. For more information, please visit [http://www.bloomu.edu/policies_procedures/3452](http://www.bloomu.edu/policies_procedures/3452).

**Scholarships**
A list of available scholarships is available in each department. For scholarship listings visit [http://departments.bloomu.edu/finaid/Scholarships/BUSchpInstructions.pdf](http://departments.bloomu.edu/finaid/Scholarships/BUSchpInstructions.pdf).

**Change Advisor**
A Change of Advisor form may be picked up from the reception desk on the third floor of Sutliff Hall.

**Policy Exception Request**
Prepare a written description of the academic conflict and submit it to TBA, and schedule an appointment with TBA.

**Grade, Quality Points and Quality Point Averages.**
Grades issued at Bloomsburg University with their commensurate quality points can be found at [http://www.bloomu.edu/policies_procedures/3522](http://www.bloomu.edu/policies_procedures/3522).

If a student believes that he/she has been given an inaccurate grade, the student must discuss this with the professor. If a student is not satisfied, he/she should see the department chair. If the problem is not resolved, the coordinator of academic grievances, TBA is the next to contact. A student must put requests in writing.

**50 Percent Business Credit Requirement**
College of Business students must complete at least 50 percent of all required business credit hours at Bloomsburg University. For more information, please visit [http://www.bloomu.edu/documents/cob/policies/P2190.036.pdf](http://www.bloomu.edu/documents/cob/policies/P2190.036.pdf).
40 Percent Policy
Forty percent (48 credits or 16 courses) of the 120 total credits required must be taken at the 300/400 level if required by your major.

Definition of Full-Time and Part-Time Status
An undergraduate who is enrolled for 12 or more semester credits is classified as a full-time student. One who is enrolled for fewer than 12 semester credits is a part-time student.

Undergraduate Exit/Entrance Survey, ETS Tests
To establish baseline demographics on undergraduate student populations, a Zeigler College of Business exit/entrance survey shall be administered each year. Participation in these tests and surveys is required!

Internships
Students interested in an Academic Internship visit the following website, http://internships.bloomu.edu/about.html.

International Exchange Programs
Students interested in study abroad opportunities can visit http://www.bloomu.edu/global-education.

Contact Information
Naval Bonomo, M.Ed.
Director of Global & Multicultural Education
nbonomo@bloomu.edu
236 Student Services Center
400 E 2nd Street, Bloomsburg, PA 17815
Phone: 570-389-4725
## Zeigler College of Business Student Organizations

<table>
<thead>
<tr>
<th>Organization</th>
<th>Faculty Advisor</th>
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<tbody>
<tr>
<td>Association for Operational Management (APICS)</td>
<td>Dr. Christian Grandzol</td>
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<tr>
<td>Accounting Association</td>
<td>Dr. Gary Robson</td>
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<tr>
<td>American Marketing Association (AMA)</td>
<td>Dr. Thomas Tanner</td>
</tr>
<tr>
<td>Bloomsburg Investment Group (BIG)</td>
<td>Dr. Victoria Geyfman</td>
</tr>
<tr>
<td>ENACTUS</td>
<td>Dr. Steven Welch</td>
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<tr>
<td>Financial Management Association</td>
<td>Dr. Victoria Geyfman &amp; Dr. Jonathon Ohn</td>
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<tr>
<td>Phi Beta Lambda (Future Business Leaders)</td>
<td>Dr. Todd Shawver</td>
</tr>
<tr>
<td>ROTARACT</td>
<td>Dr. Walter Zilz</td>
</tr>
<tr>
<td>Society for Human Resource Management (SHRM)</td>
<td>Dr. Steven Welch</td>
</tr>
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<td>Society for the Advancement of Management (SAM)</td>
<td>Dr. Hoon Jang</td>
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<tr>
<td>Student Association for Fraud Examination (SAFE)</td>
<td>Dr. Mike Shapeero</td>
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## Honor Societies

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<tr>
<th>Organization</th>
<th>Faculty Advisor</th>
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<tbody>
<tr>
<td>Beta Gamma Sigma (AACSB-accredited business programs)</td>
<td>Dr. Lam Nguyen</td>
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<tr>
<td>Pi Omega Pi (Business Education)</td>
<td>Dr. Christina Force</td>
</tr>
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CODE OF HONOR

Honesty, integrity, and professionalism are essential to successful, fair, and responsible business endeavors. To encourage a lifelong commitment to these principles, members of the College of Business community promote the highest standards of behavior and accountability.

Students, faculty, and staff in the College of Business strive for intellectual engagement and continual improvement, act honestly and responsibly, and exhibit the highest level of integrity.

Each of us in the College of Business is responsible for the academic integrity of our work and shall not lie, cheat or plagiarize.

This Code of Honor represents the minimum standard to which we aspire as members of the Bloomsburg University College of Business.

*Adopted by the College of Business Students, Faculty, and Administration – Spring 2014*
Notes: