

# The College of Business

Randall P. Settoon, *Dean*  
Josie V. Walker, *Assistant Dean*

## MISSION

The College of Business prepares students to be leaders of business, industry, and government in a dynamic global environment. Complementing the primary commitment to quality instruction, the College values intellectual contributions of an applied or instructional nature and provides service activities to improve the quality of academic programs, students, and economic health of Southeast Louisiana.

## OBJECTIVES

The College of Business functions within the scope and general purposes of the University by providing educational opportunities and experiences in general education, in specialized fields of business and technology, and research and service activities.

More specifically, the objectives of the College include the following:

1. To provide a high-quality education in order to
  - a) prepare graduates to enter a career in business, technology and/or public service,
  - b) prepare graduates to enter graduate school,
  - c) prepare MBA graduates for management-level positions and doctoral programs,
  - d) give non-business majors an understanding of the operation of business firms within the economic system,
  - e) instill in students the importance of continuous learning, and
  - f) expose students to the use of technology in decision making.
2. To encourage and promote scholarly research and scholarly activity among the faculty consistent with that of a quality regional university in order to
  - a) enhance the students' classroom experience,
  - b) develop and disseminate knowledge, especially that which will benefit the geographical region, and
  - c) keep faculty members current in their disciplines.
3. To serve the University, the community and professional organizations in order to
  - a) assume a fair share of faculty responsibility in University governance,
  - b) share the knowledge and techniques of business, and
  - c) generally improve and enhance the quality of life in the region.

## DEGREE REQUIREMENTS

The College of Business is composed of the Departments of Accounting, General Business, Management, and Marketing and Finance. Specific curricula leading to degrees have been designed by each department in the College. The curricula have been structured within the framework of the University requirements for graduation found elsewhere in this catalogue.

\*Accounting and business programs in the College of Business are accredited by the Association to Advance Collegiate Schools of Business International (AACSB).

As part of the College of Business graduation requirements, each student must complete a general education core requirement and a College of Business core requirement. These requirements are listed below:

### General Education Core Requirements for the College of Business

English 101  
English 102  
English 230, 231, or 232  
Computer Science 110 or GBBT 210  
Mathematics 155 or 161  
Mathematics 163  
Biological Science  
Physical Science  
Second Natural Science Sequence  
Visual Arts, Music, Dance or Theatre Elective  
History Elective (Accounting and General Business degree programs require History 201 or 202)  
Communication 211

### Business Core Requirements for Accounting, General Business, Management, Marketing and Finance

Accounting 200  
Accounting 225 (Accounting majors take Accounting 331)  
Economics 201  
Economics 202  
Management 231 or 234  
Management 309  
Management 351  
Management 261

Management 474  
Management 464  
Marketing 303  
Finance 381  
General Business/Business Technology 234  
Management 425, Economics 421, Finance 447, Marketing 443, or GBBT 435

At least 50 percent of the business credit hours required for degrees in Accounting, General Business, Management, Marketing and Finance must be earned at Southeastern Louisiana University.

No student majoring in degree programs in other colleges will be allowed to receive academic credit for more than 30 hours of course work in the College of Business.

### **DEGREES GRANTED**

Upon the successful completion of the appropriate curriculum, one of the degrees listed below will be awarded:

Bachelor of Science  
    Accounting  
    Finance  
Bachelor of Arts  
    Management  
    Marketing  
Bachelor of Business Administration  
Associate of Arts  
    Office Administration

### **HONORS DIPLOMA IN THE DISCIPLINE**

The college also offers upper-division honors curricula allowing students to earn an honors diploma in a certain discipline at graduation. For information about requirements and honors courses in your major, please contact the department in which you are majoring.

### **PROFESSIONAL SOCIETIES**

#### *American Marketing Association*

The Southeastern Chapter of the American Marketing Association received its charter in 1975. The purpose of the American Marketing Association student chapter is to foster and promote the study of marketing on the college campus. This organization is open to students with an interest in marketing. The major activities of the AMA are field trips to major marketing-related businesses, presentations by marketers at bi-weekly meetings, research projects, and banquets each semester.

#### *Beta Alpha Psi*

Beta Alpha Psi is the national accounting honorary and professional fraternity. The purposes of the organization are (a) to encourage overall academic achievement and specifically the achievement of high standards in the field of accounting; (b) to sponsor professional development programs for students and faculty of the Department of Accounting; and (c) to promote, through fraternal activities, the association of accounting students and professional accountants. Beta Alpha Psi is an integral part of the instructional program in accounting.

The Theta Eta Chapter of Beta Alpha Psi received its national charter in 1993. The organization was formerly known as Sigma Chi Alpha Accounting Honor Society and was organized in 1966.

Membership in Beta Alpha Psi requires the satisfactory completion of a pledge period for students who have met the following criteria:

1. Accounting major with junior standing or above.
2. Grade point average of 3.00 or better, or have a 3.25 grade point average on the most recent 30 hours of coursework completed.
3. Minimum of 6 semester hours of accounting courses numbered 221 or above.
4. Grade point average of 3.25 or above in all accounting courses.
5. All accounting courses taken at Southeastern Louisiana University or transferred from another university with approval of Department of Accounting Head.
6. Candidate of good moral character.
7. Membership approved by Accounting faculty and members.

#### *Beta Gamma Sigma*

Beta Gamma Sigma is a national scholastic honor society dedicated to principles and ideals essential to a worthy life as well as to a commendable business career. Only a college of business accredited by the Association to Advance Collegiate Schools of Business – International (AACSB) is permitted to maintain a member chapter. Membership is by invitation and only open to business students who are in one of the following categories:

1. The top 7 percent of the junior class.
2. The top 10 percent of the senior class.
3. The top 20 percent of the MBA class.

### *Financial Management Association (FMA)*

The Financial Management Association is an international organization whose mission is to broaden the common interests between academicians and practitioners; provide opportunities for professional interaction between and among academicians, practitioners, and students; and to enhance the quality of education in finance. The Southeastern FMA chapter, organized in 1966, is open to all majors. Activities include guest speakers from the local business community, tutors for beginning finance students, and social activities.

### *Institute of Management Accountants Student Chapter*

Affiliated with the Baton Rouge Chapter, the Southeastern chapter of the Institute of Management Accountants (IMA) has three objectives:

1. To introduce management accounting and financial management to students planning careers in business.
2. To strengthen the knowledge and commitment of those already on the way to management accounting and financial management careers.
3. To demonstrate how IMA members work together for the continued improvement of the profession of management accounting/financial management and of their own skills in the field.

IMA membership provides opportunities for students to associate with practicing management accountants/financial managers to see how they live, work, and apply their knowledge. The devotion of professionals to ethical standards and to their professions is emphasized. Membership is open to students who regularly carry six undergraduate or graduate hours or equivalent per semester.

### *MBA Society*

The Southeastern MBA Society was organized in 1990 to encourage and promote the scholastic, social, and professional growth and development of candidates in the Southeastern Master of Business Administration program. The Society promotes the association between MBA candidates and the business community on a local and national level. Membership is open to all graduate students enrolled in the MBA program at Southeastern.

### *Mu Kappa Tau*

Mu Kappa Tau is the only marketing honor society that offers both national recognition and chapter affiliation to its members. Mu Kappa Tau is firm in its commitment to the recognition and encouragement of members seeking a life-long commitment to an exceptional standard of ethics and achievement within the field of marketing. Membership is limited to students majoring in marketing who have a cumulative grade point average of at least 3.25 on a 4.0 scale and rank in the top 10 percent of the junior class or the top 20 percent of the senior class.

### *Omicron Delta Epsilon*

Omicron Delta Epsilon International Honor Society in Economics was organized in 1979 to recognize scholastic attainment and outstanding achievement in the field of economics. The organization's goals include the establishment of closer ties between students and faculty in economics and the promotion of the study of economics as a career field among the students at Southeastern Louisiana University. Membership in the society is open to junior and senior students who have

1. Completed 12 semester hours of economics with an average of 3.0 or above.
2. Earned a cumulative grade point average of 3.0 or above.

### *NABA*

Since 1969, the National Association of Black Accountants, Inc. has been the leader in expanding the influence of minority professionals in the field of accounting. The Southeastern chapter of NABA, organized in June of 2005, is open to all accounting and business majors at Southeastern. The purpose of this organization is to promote professional development and recruitment activities through the attendance of members at the Southern Chapter of NABA's regional conference each Fall semester.

### *Phi Beta Lambda*

The Upsilon Alpha Chi Chapter of Phi Beta Lambda was chartered in 1985. The purpose of the organization is to provide opportunities for post-secondary and college students to develop vocational competencies for business, business technology, and communication. PBL is an integral part of the instructional program and promotes a sense of civic responsibility. The specific goals are to develop competent, aggressive business leadership; to strengthen the confidence of students in themselves and their work; to create more interest in and understanding of American business enterprise; to encourage scholarship and promote school loyalty; to assist students in the establishment of goals; and to facilitate the transition from school to work.

Phi Beta Lambda is open to all majors.

### *Society for Human Resource Management (SHRM)*

The primary mission of the Society for Human Resource Management (SHRM) is to provide professional and educational opportunities for its members. Key organizational activities include:

- \* inviting HR professionals to speak at meetings
- \* attending area professional chapter meetings
- \* attending state and national SHRM conferences
- \* providing shadowing and mentorship opportunities
- \* providing internship placement assistance for members
- \* distributing a resume booklet to local and regional employers

SHRM at Southeastern is sponsored by the Northshore Region Human Resource Association, a group of HR professionals, and is one of more than 400 student chapters nationwide.

*Students in Free Enterprise (SIFE)*

The purpose of Southeastern's Students in Free Enterprise Chapter is to develop entrepreneurial spirit, communication skills, business acumen, and a competitive desire in students. Members of SIFE participate annually in intercollegiate competitions sponsored by Students in Free Enterprise, Inc. The competitions give Southeastern's SIFE members opportunities to develop their business communication skills, meet executives of major firms, and advance their career interests. Chartered in 1987, Southeastern's SIFE members have won numerous regional and international awards. Typical topics in competitions concern workplace literacy, federal debt, role of mass media, use of the Internet in business, and business ethics. SIFE welcomes all majors, including non-business majors.