

School of Business

Administration

Scott Hicks, B.S., M.B.A., Ph.D.

Dean, School of Business

Associate Professor of Business

David Calland, B.S., M.B.A., Ph.D.

Associate Dean, School of Business

Associate Professor of Business

Anita Satterlee, B.S., M.A., Ed.D.

Associate Dean, School of Business

Professor of Business

Melanie Hicks, B.S., M.B.A., D.B.A.

Director of Accreditation

Co-Chair, Department of Accounting, Finance, and Economics

Professor of Accounting

Gene Sullivan, B.S., M.S., M.R.E., Ph.D.

Program Director, Doctor of Business Administration

Co-Chair, Department of Accounting, Finance, and Economics

Professor of Accounting

Terrence Conner, B.S., M.A.

Chair, School of Business

Assistant Professor of Business

W. Michael Floyd, B.S., M.A.R.

Online Chair, School of Business

Assistant Professor of Business

Michael J. Hart, B.S., M.S., M.A.R., Ed.D.

Chair, Information Technology, Informatics, Information Systems

Associate Professor of Information Technology

Emily Knowles, B.S., M.A., D.B.A.

Chair, School of Business

Assistant Professor of Business

Eric Richardson, B.S., M.B.A., Ph.D.

Chair, School of Business

Associate Professor of Business

Kendrick Brunson, B.A., M.B.A., D.B.A.

Chair, Department of Human Resources, International Business, Management, Project Management

Associate Professor of Business

Earl Smith, B.S., M.B.A.

Online Chair, School of Business

Assistant Professor of Business

Faculty

The faculty roster, which can be sorted by department and faculty type, is available

at <http://www.liberty.edu/index.cfm?action=faculty&PID=19959&CatID=26>.

ACCREDITATION

Liberty University's School of Business has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP), demonstrating it has met standards of business education that promote teaching excellence.

Undergraduate programs that have achieved accredited status include:

- A.A. in Accounting
- A.A. in Business
- A.A. in Business Management Information Systems
- B.S. in Accounting
- B.S. in Information Systems

ACBSP accreditation encompasses both resident and distance learning programs.

PURPOSE

To educate our Business students with the values, knowledge, and skills they need in the development of the whole person to enable them to impact their world.

Inherent in this mission are the following fundamental imperatives:

1. That all teaching be given within a distinctively Christian worldview;
2. That the Word of God be honored as the final authority for life and practice;
3. That justice and ethics be exalted within a context of limited government and a free market system in a global economy;
4. That all of life's tasks are sacred and are to be done as unto the Lord;
5. That the education process be a collaboration with faculty and staff, helping to transform students into self sufficient, lifelong learners; and
6. That courses of instruction be designed and delivered to provide our graduates with a competitive advantage as they pursue their chosen careers.

BUSINESS INTERNSHIP PROGRAM

Integration of theory and practice is the purpose of the Business Internship Program at Liberty. Hands-on learning, in addition to classroom learning, gives the student a perspective that is very valuable upon graduation. The internship experience provides a basis for career decisions, as well as experience that will assist the student in securing employment.

Juniors and seniors who wish to be considered for the internship program should contact the Business Internship Director to discuss qualifications for and the

methods of obtaining internships.

SIGMA BETA DELTA AND DELTA MU DELTA HONOR SOCIETY

Sigma Beta Delta and Delta Mu Delta are honor societies for students of business, management or administration. The honor societies recognize students who have achieved superior academic performance through the pursuit of wisdom, honor, and the pursuit of meaningful aspirations. Membership invitations are forwarded each spring to accounting and business majors who rank in the upper 20 percent of the class.

TEACHER LICENSURE

Teacher preparation and endorsement in Business is available through the School of Business in cooperation with the Teacher Education Department. Those wishing to pursue a teacher-related program should seek information from the Teacher Licensure Office in the School of Education.

DEGREE COMPLETION PLANS

Degree Completion Plans for programs offered by the School of Business can be accessed online at: <http://www.liberty.edu/dcps>.

Career Opportunities

ACCOUNTING

Auditor	Internal Revenue Agent
Bank Officer	International Banking Office
Budget Analyst	Managerial Accounting
Controller	Certified Public Accountant
Cost Accounting	Tax
Credit Manager	Accountant
Internal Auditor	Treasurer
	Government Accountant

ECONOMICS (usually requires graduate degree)

Bank Economist	Economics Planner
Corporate	Economist Educator
Consulting Economist	Government Economist

FINANCE

Appraiser/Assessor	Loan Officer
Credit Manager	Management Consultant
Financial Analyst	Real Estate Agent/Broker
Insurance Adjuster	Securities Analyst
Insurance Agent/Broker	Securities Broker
Internal Revenue Agent	Treasurer
Investment Banker	Trust Officer

HUMAN RESOURCE MANAGEMENT

HR Generalist
HR Manager
Compensation, Benefits, and
Job Analysis
Compensation, and Benefits
Manager/Director
Corporate Compensation and
Benefits
Executive
Training and Development

Staffing Manager
Recruiting Manager
Safety Manager
Equal Employment Specialist
Employee and Labor Relations
Specialist

INTERNATIONAL BUSINESS

Communications Manager
Import/Export Manager
Global Manager
International Financial
Manager
International Marketing
Manager
International Transportation
and Shipping Executive

Missions Ministry Administrator
Tour Industry Manager
U.S. Department of Homeland Security
U.S. Department of Commerce
International Trade Specialist
U.S. Department of State

MANAGEMENT

Branch Manager
City Manager
Department Manager

Merchandising Manager
Human Resource Manager
Retail Manager

MARKETING

Account Executive
Advertising Executive
Director of Marketing
Hotel/Motel Manager
Branch Sales Manager
Product/Brand Manager
Manufacturer Sales
Representative

Insurance Agent/Broker
Real Estate Agent/Broker
Purchasing Agent
Merchandise Manager
Retail Sales Manager
Sales Manager
Sales Representative

Accounting Major (B.S.)

PURPOSE

Liberty University's accounting program prepares students to be effective leaders in business. The program develops the proficiency in communication and computer application skills needed to work with complex accounting issues. Students also learn to identify, analyze and appropriately deal with ethical dilemmas from a sound moral and biblical perspective.

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Critically evaluate business transactions in accordance with generally accepted accounting principles within the various fields of the accounting discipline.
 2. Analyze accounting transactions of third party preparers in accordance with generally accepted auditing standards.
 3. Communicate effectively in written, oral, and technical venues.
 4. Identify, evaluate, and appropriately deal with ethical dilemmas from a sound moral and biblical perspective.
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Program of Study

Business Administration Major (B.S.)

PURPOSE

Liberty University's business administration program prepares students to be effective leaders in business. The program develops the proficiency in communication and computer application skills needed to work in all areas of business. Cognates have been developed to allow students to specialize in areas of interest.

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Apply ethical business practices within the context of the Christian worldview.
2. Evaluate the business environment based upon the knowledge and research of the appropriate literature, and industry best practices.
3. Develop appropriate business strategies, polices, and solutions for sustainable competitive advantage.

Finance Concentration

- The student will be able to demonstrate the application of various financial analytical decision-making methods utilized by financial managers.

Financial Planning Concentration

- The student will be able to apply financial and decision-making methods used by financial planners.

Healthcare Management Concentration

- Evaluate managerial and leadership challenges in healthcare management based upon knowledge of current literature and industry best practices.
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Programs of Study

Concentrations

Healthcare Management Concentration

Coming Soon

Cognates

Entrepreneurship Cognate

Coming Soon

Marketing Cognates

Information Systems (B.S.)

PURPOSE

The Information Systems (IS) discipline provides students with an applied knowledge of technology, focusing on the information side of the information technology industry. The IS discipline is concerned with ways in which computer technology can be optimized so that it can provide maximum benefit to a business.

Students in the IS major will study topics such as database management, information systems, networking and telecommunications, programming, project management, system analysis and design, and WWW architecture and design.

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Evaluate ethical business management information systems practices within the context of the Christian worldview.
 2. Determine effective solutions to hypothetical and/or real life situations using core business management information systems principles and practices and/or tools and techniques.
 3. Construct applications, designs, and plans in the areas of hardware, software, and web architecture for various program and database management systems.
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Career Opportunities

Requirements Analyst	Information Specialist
Information Analyst	Computer Support Specialist
Information Systems Analyst	Help Desk Specialist
Programmer	Systems Testing Specialist
Business Systems Analyst	Database Administrator
Computer Systems Analyst	Computer Systems Administrator
Network Systems Analyst	Network Systems Administrator
Data Communications Analyst	Teaching in Private and Public Schools
Information Systems Analyst	

Programs of Study

Cognates

Informatics Major (B.S.)

PURPOSE

The Informatics (INFO) discipline provides students with the knowledge and skills needed to manage the relationship between information systems and people. The informatics program integrates social sciences with multidimensional information systems to develop the ability to evaluate complex information processing. Students will learn about expert, biological, and clinical decision support systems, models, and technology; management of informatics data in database management systems; informatics systems analysis, design, and implementation.

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Conduct best practices in informatics while maintaining a Christian worldview.
 2. Apply core informatics principles and practices to determine effective solutions to hypothetical and/or real life situations.
 3. Design and maintain informatics solutions that meet desired requirements.
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Programs of Study

Information Technology Major (B.S.)

PURPOSE

The Information Technology (IT) discipline provides students with an applied knowledge of technology in a business environment. The information technology program is concerned with understanding the theoretical foundations of information technology, evaluation of appropriate information technology for business needs, and the management of organizational information technology resources. Students in the information technology major will study topics such as database management, computer programming, networking and telecommunications, information security, systems administration, integrative programming, human computer interaction, web architecture and development, information system hardware and software, and enterprise systems and integration.

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Conduct best practices in information technology while maintaining a Christian worldview.
2. Apply core information technology principles and practices to determine effective solutions to hypothetical and/or real life situations.
3. Evaluate and maintain information technology solutions that meet desired requirements.

Programs of Study

Cognates

Accounting Minor

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Demonstrate competence in basic accounting procedures and principles.
2. Communicate effectively using appropriate research style and methods.

Business Minor

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Demonstrate competence in core business principles and strategies.
2. Communicate effectively using appropriate research style and methods.

Information Systems Minor