

## Business Division

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### OVERVIEW

The Business Division provides quality education to prepare students with the knowledge, competencies, and experience necessary to successfully compete in today's economy and offers services to address the business training and consulting needs of the community. The Division's priority is undergraduate instruction, but we also recognize a responsibility to the broader community, which is met through service and scholarship. In addition to providing professional expertise to community organizations, faculty supports the efforts of the Idaho Small Business Development Center. Faculty are active in professional organizations and as authors and presenters in regional and national professional media. The faculty firmly believe these activities are centrally important for supporting the currency and instructional quality of the Division's curriculum.

## **ACCREDITATION**

Select majors within the Business Division are accredited by the International Assembly of Collegiate Business Education (IACBE)

## **DEGREE REQUIREMENTS**

All candidates for a baccalaureate degree in Business Administration must satisfy the following requirements prior to graduation:

1. Complete a minimum of 128 semester college level credits.
2. Complete the college's General Education core requirements (see specific major).
3. Complete PSYC 101 and at least one economics class (ECON 201 and/or ECON 202). Some Business majors require both economics classes--check specific program plans. PSYC 101, ECON201 and ECON202 satisfy the General Education, Social Sciences Component.
4. Earn at least a "C" in Psychology 101 and Math 130 or higher.
5. Earn at least a "C" in all major courses (a "C-" is not an acceptable grade).
6. Earn at least a 2.50 grade point average in all Business courses combined.
7. Complete all tests used as part of the College's value added evaluation strategy, including the COMP or other assessment test and a national assessment test in Business
8. Complete no fewer than 64 credits (which can include economics and statistics) in departments other than business.
9. Complete at least 50% of Business credits in the major at LCSC.

## **MAJORS AND MINORS OFFERED**

### **BACCALAUREATE MAJORS**

#### **BUSINESS ADMINISTRATION**

The Business Administration major, offered online or in the classrooms, is designed to provide an in-depth study of business as a career discipline. The major also provides students with the necessary management competencies to assure ease of entry into business, government, and not-for-profit organizations. With the selectives, students can focus their degree on accounting, management, marketing, economics, or select courses in different areas.

#### **BUSINESS ADMINISTRATION - MANAGEMENT ACCOUNTING EMPHASIS**

The Management Accounting emphasis of the Business Administration major provides students with the necessary competencies for careers as internal accountants, controllers, and financial officers. The program is based on the

Common Body of Knowledge recommended by the Institute of Management Accountants. The curriculum provides students with the accounting and management skills to collect, analyze, and evaluate financial information, to integrate and effectively communicate financial and non-financial information and to provide leadership to the business enterprise through an awareness of the social, legal, economic, and ethical considerations that impact organizational decisions.

### **BUSINESS and COMMUNICATION**

Students who want a career at the managerial level in areas of business with a heavy reliance on effective communication should consider the Business and Communication major. This joint bachelor's degree program in the Business and Humanities Divisions provide graduates with the communication and business skills needed for success in a business environment. Program requirements and electives provide students with a strong foundation in both business and communication, culminating in capstone courses that students select from either Business or Communication. This degree is for students planning for careers in corporate communications, marketing, public relations, sales, or any media-related business.

### **GENERAL STUDIES: BUSINESS**

The General Studies major serves a number of student's needs: for strong liberal arts programs; for thorough pre-professional coursework; as preparation for many graduate programs. See the Academic Programs section for additional information on this major.

### **HOSPITALITY MANAGEMENT**

The Hospitality Management major is designed to provide students with a broad skill set of the competencies in the hospitality industry. The degree combines professional-technical education in hospitality management with academic management and upper-division discipline courses in the business division. Students who declare this major must either be concurrently enrolled in an AAS Hospitality major or already earned an AAS in Hospitality Management. This major provides an excellent entry point for management training programs.

### **INTERDISCIPLINARY STUDIES**

The Interdisciplinary Studies major permits students the opportunity to design a course of study to satisfy personal and career goals. Students interested in business as an academic area within the Interdisciplinary option MUST contact the Business Division Office for guidance. See the Academic Programs section for additional information on this major.

### **MANAGEMENT**

The Management major, offered either online or in the classroom, is designed to serve students who wish to develop a broad range of general management competencies. The major has particular appeal to students who have completed a Professional-Technical program, transfer students with credit from one or more colleges or universities, or those who have gained occupational competencies from life and work experiences. The degree is a practitioner degree that is a good entry point to management training programs.

### **MANAGEMENT - RADIOGRAPHY EMPHASIS**

The Radiography emphasis of the Management major is designed for students with

radiography training who wish to develop a broad range of general management competencies in both hospital and clinic-based radiography departments. This major has particular appeal to students who have completed a Professional-Technical program or gained occupational competencies from work experience. This degree is a practitioner degree that is a good entry point into radiography department management.

### **SPORT ADMINISTRATION**

This major prepares students to integrate principles relating to business, kinesiology, and health to the administration and management of athletic programs and organizations, fitness and health clubs, sport recreation services, and related activities. Program focuses on planning and development; promotion, marketing, and recruitment; management of events, facilities, and personnel; and financial management principles. The Sport Administration major is offered jointly with the Education Division. Students must have two advisors, one from Kinesiology and one from Business.

### **ASSOCIATE MAJORS**

#### **BUSINESS ADMINISTRATION**

The Associate of Science degree in Business Administration offered either online or in the classroom, provides students with a broad range of general management competencies through the introduction of coursework in each of the content areas of business. Students are strongly urged to obtain an Associate degree prior to transferring to another school.

#### **ENTREPRENEURSHIP**

This Associate of Science degree will help individuals develop the skills necessary to own and operate their own business or obtain management-related positions to become successful in today's competitive business environment.

### **MINORS**

#### **BUSINESS ADMINISTRATION**

The Business Administration minor requires 24 business credits; at least 12 credits must be upper division coursework. Students selecting this minor must include substantive foundation coursework in each of the following areas: accounting, economics, information systems, law, management and marketing.

#### **LEADERSHIP**

The Leadership minor prepares students to accept the responsibilities of leadership so they are able to exercise that leadership in service to society. This minor presents a multidisciplinary program of leadership knowledge and competencies and develop critical thinking and analytical skills. Students develop leadership skills so they may participate in meaningful leadership opportunities.

#### **MARKETING**

The Marketing minor provides students with a background in marketing concepts practices, and issues. The basic elements of the marketing process will be explored. Theoretical and practical applications in marketing in the business environment will be the focus.

## **ASSESSMENT**

To obtain regular feedback on program excellence, all freshmen and graduating seniors are required to take a national assessment in Business. The national assessment exam compares LCSC student scores in the subject areas of accounting, economics, management, quantitative analysis, finance, marketing, legal environment, and international issues with other student scores at approximately 250 other institutions of higher learning.

## **EXPECTATIONS OF STUDENTS**

The skills and subject knowledge that we teach and expect graduates to master are:

- 1.** A basic knowledge relevant to business in the areas of accounting, economics, management, quantitative business analysis, finance, marketing, management information systems, human resources, business communication, legal and ethical environment, and international issues.
- 2.** The ability to write and orally present business topics in a grammatically correct, effective, logical, and organized manner.
- 3.** Experience in working with others as a team of diverse individuals to make critical business decisions, organize business policy, carry out various business tasks, and report on the results in a collaborative effort.
- 4.** Fundamental computer skills.

## **ADVISING**

Students are strongly advised to develop Program Plans with a Business Division faculty advisor early in their academic careers. Program Plans help the student to understand the course requirements that must be fulfilled to graduate with a Bachelor's degree. Planning also enables students to learn more about the proper sequencing of courses, which is a key to academic success.

## **PREPARATION FOR FUTURE GRADUATE STUDIES**

The Master of Business Administration (MBA) and Master of Accountancy (MAcc) programs at most universities are open to graduates of business and non-business undergraduate programs. Students who wish to pursue these degrees at a particular university are urged to both contact the university and meet with their advisor to insure their undergraduate coursework meets the entry requirements at that university.

## **CLUBS**

The Business Division has three student organizations, the Business Students' Organization (BSO), the Accounting Club, and the Investment Club. Involvement in these organizations allows students to actively participate in networking with fellow students and with the business community.

BSO activities include participation in the annual Leadership Conference, the shadowing program, and a variety of fund-raising ventures that allow the students to attend conferences and other activities to promote the organization. The shadowing program is for students to gain a better understanding of the day-to-day operations of specific jobs in which they may be interested.

The Accounting Club offers students an opportunity to meet and network with accounting professionals and LCSC alumni in the community. As a part of this process, students can explore career options in the accounting field and develop an awareness concerning educational requirements. Students may also earn credit for their participation as well.

The Investment Club is for students to gain practical experience in stocks and bonds. Portfolio managers and brokers from the community attend bi-weekly meetings to provide insight into student investment strategies. The club currently has \$50,000 under its management.