

# COLLEGE OF BUSINESS AND ECONOMICS

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## Vision

To be recognized as the business college of choice for students, faculty and organizations in our region.

## Mission

The College of Business and Economics **develops** high-quality and innovative programs and resources, **connects** theory to practice in curricular, extracurricular and research activities, and **transforms** students who will have a positive impact within Maryland and beyond.

## Values

We embrace a culture of striving for excellence, learning, ethical behavior, respect, civility, accountability, diversity and inclusion.

Shohreh Kaynama, Dean  
Judy Harris, Associate Dean

- Accounting (<http://catalog.towson.edu/undergraduate/business-economics/accounting>)
- Business Administration (<http://catalog.towson.edu/undergraduate/business-economics/business-administration>):
  - Economics (<http://catalog.towson.edu/undergraduate/business-economics/business-administration/economics-bs>)
  - Entrepreneurship (<http://catalog.towson.edu/undergraduate/business-economics/business-administration/entrepreneurship-bs>)
  - Finance (<http://catalog.towson.edu/undergraduate/business-economics/business-administration/finance-bs>)
  - Financial Planning (<http://catalog.towson.edu/undergraduate/business-economics/business-administration/financial-planning-bs>)
  - Human Resource Management (<http://catalog.towson.edu/undergraduate/business-economics/business-administration/human-resources-management-bs>)
  - International Business (<http://catalog.towson.edu/undergraduate/business-economics/business-administration/international-business-bs>)
  - Investments (<http://catalog.towson.edu/undergraduate/business-economics/business-administration/investments-bs>)
  - Legal Studies (<http://catalog.towson.edu/undergraduate/business-economics/business-administration/legal-studies-bs>)
  - Leadership and Management (<http://catalog.towson.edu/undergraduate/business-economics/business-administration/management-bs>)
  - Marketing (<http://catalog.towson.edu/undergraduate/business-economics/business-administration/marketing-bs>)
  - Project Management and Business Analysis (<http://catalog.towson.edu/undergraduate/business-economics/business-administration/project-management-business-analysis-bs>)
- e-Business (<http://catalog.towson.edu/undergraduate/business-economics/ebusiness-technology-management>)

- Economics (<http://catalog.towson.edu/undergraduate/business-economics/economics>)
- Minor in Finance (<http://catalog.towson.edu/undergraduate/business-economics/finance/finance-minor>)
- Minor in Marketing (<http://catalog.towson.edu/undergraduate/business-economics/marketing/marketing-minor>)

## College Office

Stephens Hall 218, 410-704-3342  
Fax: 410-704-3664  
Email: [cbedean@towson.edu](mailto:cbedean@towson.edu)

As a premier school of applied business learning, the College of Business and Economics prepares its graduates to achieve excellence in their professional careers. Rigorous academic studies and hands-on business experience—all subject to strict measures of performance—work in combination to develop the foundation for success, connect students with the professional community and transform students who will have a positive impact in and beyond Maryland.

Graduates of Towson University's College of Business and Economics will:

- **Apply Business Knowledge in the Context of Professional Employment**
- **Communicate Properly and Effectively**
- **Apply Critical Thinking and Problem-Solving Skills to Organizational Decision Making**
- **Use Technology Effectively in Business Settings**
- **Work Effectively Toward Achieving Common Goals within Diverse Teams**
- **Distinguish Between Ethical and Unethical Conduct in the Professional Lives**

Towson University is the only University System of Maryland (USM) state university with both its Business and Accounting programs accredited by AACSB International - the Association to Advance Collegiate Schools of Business.

## Distinctive Features

- Center for Applied Business and Economic Research
- Maryland Council on Economic Education
- Business Advisory Boards
  - CBE Advisory Board
  - Accounting Advisory Board
- Student Organizations
  - Student Leadership Council
  - Alpha Kappa Psi
  - American Marketing Association
  - Beta Alpha Psi
  - Beta Gamma Sigma
  - Electronic Business Association
  - Economics Society
  - Financial Management Association
  - Society for Human Resource Management
  - Towson University Investment Group

In order to graduate from Towson University with a major from the CBE, students must complete at least 50 percent of the units required in their major at Towson University.

Upper-level courses taken at other universities may, if approved, transfer to TU and count toward TU degree requirements. However, students are limited to a maximum of 64 credits from two-year institutions and 90 units from either four-year institutions or from a combination of two- and four-year institutions. At least 30 of the 120 units for your degree must be taken at TU and 15 of these 30 units must be completed after you formally become a degree candidate at TU.

## Lower-Level Courses

Students planning to transfer into the Business Administration, e-Business or Accounting majors at Towson University may transfer the following lower-level required courses:

- Financial Accounting
- Managerial Accounting
- Principles of Accounting I and II
- Microeconomics
- Macroeconomics
- Statistics
- Legal Environment of Business
- Calculus for Applications
- for Accounting majors only, COSC 111/COSC 112 equivalent.

Students transferring from a Maryland community college should inquire at that institution's transfer office or refer to ARTSYS, the articulation system of Maryland, regarding the Recommended Transfer Program (RTP) for their intended major (<http://artweb.usmd.edu/>). Students may also contact Towson University's CBE Student Academic Services at 410-704-3496.

## Upper-Level Courses

**Upper-Level Business Courses:** An upper-level course transferred from a four-year college that possesses "level and content equivalency" to a TU course may only be used to satisfy a course requirement in fulfillment of the major with prior approval from the TU department that houses the course. A student intending to transfer a course must provide a course description from the other college's catalog and a course syllabus.

Contact CBE Student Academic and Career Services, 410-704-3496, or refer to the CBE website, <http://www.towson.edu/cbe/admissions/transferring.asp>, for policy and procedures regarding transfer of units for upper-level Accounting, Business, e-Business and/or Economics courses.

NOTE: Lower-level courses cannot transfer as upper-level courses.

The CBE Code of Conduct holds all members of the College of Business and Economics (students, faculty, administrators and staff) to a high standard of academic and personal integrity, conduct, and trust with the intent of promoting and building a reputation for fair and ethical business practices, for tolerance of others' opinions and ideas, and for being lifelong contributors to society. Members of the CBE community are expected to display behavior consistent with the following values:

1. A positive attitude: Face every task with passion and purpose.
2. Honesty: Represent oneself honestly in all communications, oral and written, including interviews, research proposals, manuscripts, student assignments, papers, exams and other correspondence.

3. Integrity: Execute assignments honestly and fairly, avoiding any actions that might be construed as having the potential for one to gain an unfair advantage. Respect the integrity and confidentiality of ideas, materials, data, and the real and intellectual property of others gathered during conversations, class projects, or research studies, making sure that any such materials or property are not used for commercial or personal gain without prior permission of the owners.
4. Diversity: Foster a positive learning environment for all individuals by not tolerating disparaging comments or harassment of any individual or group based on gender, race, ethnicity, religion or sexual orientation. Discourage bigotry, always striving to learn from the differences in the cultures, ideas, experiences and opinions of others. Respect the dignity of all others.
5. Support the learning environment: Recognize learning as a lifelong process, accept responsibility for one's own learning, encourage the learning of others, and avoid any action that might impede the learning of others.
6. Community responsibility: Contribute to the learning environment by participating and/or leading in informal and formal sessions including classroom and extracurricular activities in the college, sharing experiences with peers, holding classroom discussions, and contributing one's views while respecting the views of others.
7. Professionalism: Maintain an attitude of leadership, respect, responsibility and accountability.

## Administration of the Code

This code of conduct is a serious statement that represents the culture of the College of Business and Economics. It is incumbent upon every CBE member to assure that it is upheld with pride and reinforced on a daily basis. While each and every member of the CBE community is responsible for his or her own conduct, there is a collective responsibility to ensure that the standards in this code are respected. Should a member of the CBE community discover a breach of these principles, that member is responsible for alerting the department chair, program director or associate dean of the college. In the event of any accusation of a breach of this code, there will be an investigation of the facts by the appropriate department chair, program director or associate dean, who will determine the action to be taken using the relevant enforcement means available.

Stephens Hall 301, 410-704-3496  
 Fax: 410-704-2300  
 WRodgers@towson.edu

*Director:* Lisa Michocki  
*Administrative Assistant:* Wanda Rodgers

The Student Academic and Career Services (SACS) office supports students from the beginning of their undergraduate career until graduation. You may come to the office to seek assistance on issues such as peer advising, admission to the business administration or e-business major, study abroad, and anything else that may come up while you are a student at Towson.

Student Academic and Career Services offers you the option to be advised by a student consultant, a current student of the College of Business and Economics who has been trained to assist others with academic issues. For quick questions or to schedule an appointment to discuss your academic plan, email [cbestudentconsultant@towson.edu](mailto:cbestudentconsultant@towson.edu) or stop by Student Academic and Career Services in Stephens Hall 301.

The director of Student Academic and Career Services assists students with more complicated academic issues that may arise during their time

in the college. You will receive emails from the director containing vital information, so it is important to pay close attention to them.

The office also has a staff member who specializes in assisting international students and advising on study abroad programs. Students who plan to study abroad should schedule an appointment to go over requirements.