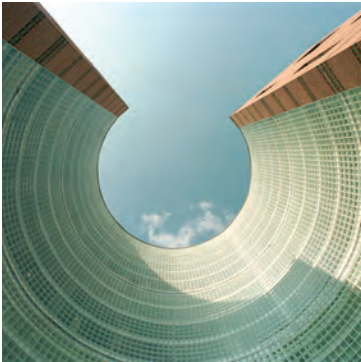


Undergraduate Programs



Walker College of *Business*

A Tradition of Excellence



Walker College of Business

Today's global business environment demands dynamic leaders. The Walker College of Business at Appalachian State University delivers transformational educational experiences that prepare and inspire students to be ethical, innovative and engaged business leaders who positively impact our community, both locally and globally. The college enrolls approximately 2,800 undergraduates in nine majors – Accounting; Computer Information Systems; Economics; Finance and Banking; Hospitality and Tourism Management; International Business; Management; Marketing; and Risk Management and Insurance – and 150 graduate students in Master of Business Administration and Master of Science in Accounting. Graduates of the Walker College of Business are analytical, articulate, ethical, globally minded, tech-savvy and possess practical knowledge of all business disciplines.

John A. Walker

John Walker was a businessman, philanthropist, motivational speaker and community leader from North Wilkesboro, North Carolina. As an entrepreneur, he served as president of Lowe's Companies, Inc. and was one of the four founding directors of the organization. At the time of his death in 1984, Walker was chairman of the college's Business Advisory Council.

Kenneth E. Peacock

Kenneth Peacock began an extensive and celebrated career at Appalachian as a professor in the Walker College's Department of Accounting in 1983. He was appointed assistant dean of the college in 1987, associate dean in 1989, and served as dean of the college from 1992-2003. After briefly serving as interim provost and executive vice chancellor, Dr. Peacock became Appalachian's sixth chancellor in July 2004. During Dr. Peacock's tenure as chancellor, Appalachian experienced significant growth in the overall quality of its academics and launched new or enhanced initiatives in numerous fields. In 2014, the business building was renamed from Raley Hall to Kenneth E. Peacock Hall in honor of Dr. Peacock's enthusiasm for and impact on Appalachian State University, its students and alumni.

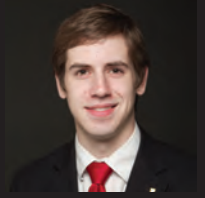
Appalachian State University

Nestled in the Blue Ridge Mountains of North Carolina, Appalachian State University offers a challenging academic environment, energetic campus life and breathtaking scenery. Appalachian combines the best attributes of a small liberal arts college with those of a large research university. Known for its value and affordability, Appalachian enrolls about 18,000 students and offers more than 150 undergraduate and graduate majors. Small classes and close interactions between faculty and students create a strong sense of community, which has become an Appalachian hallmark. Appalachian, located in Boone, N.C., is one of 16 universities in the University of North Carolina system.



The Walker College of Business is recognized throughout the Southeast for excellence in teaching and preparing students for the real world. With successful internship and job placement programs, high CPA pass rate and award-winning faculty, the college is one of the best in the nation at helping students get from college to career.

—Alex Cobb, '14 Appalachian Accounting graduate and Tax Associate for Grant Thornton, LLP



Points of *Pride*

Committed to Quality and Innovation

AACSB Accreditation

The Walker College is accredited by AACSB International – the premier global accrediting body for business schools. The college has been accredited since 1976.

Outstanding Faculty

Walker College faculty members are committed to excellence. Small class size and access to faculty are an Appalachian hallmark. Faculty members are focused on teaching and learning and are engaged in research. The G.A. Sywassink Day of Excellence honors outstanding achievement by faculty and staff. The 2015 Award of Excellence recipients, pictured left-right were: Brian Whitaker (excellence in research), Dinesh Dave (excellence in service), Chelsie Eldreth (staff excellence), Rich Poudel (excellence in teaching), Scott Hunsinger (excellence in service) and Barbara Michel (non-tenure track faculty excellence).

Business Advisory Council

Opportunities are provided for students to interact with members of the college's Business Advisory Council. The Council is composed of businessmen and businesswomen who meet twice a year to advise Walker College administrators on matters relating to the needs of the business community. The businesses represented by the members are diverse and include major accounting, manufacturing, banking, real estate, law, financial, advertising, retail, management consulting and health care firms.

Entrepreneurship Focus

Walker students can interact with regional entrepreneurs by participating in activities sponsored by the Transportation Insight Center for Entrepreneurship, such as the Dale Tweedy Mentoring Program for Entrepreneurial Scholars, the Association of Student Entrepreneurs and the Carole Moore McLeod Entrepreneur Summit. Students are given the opportunity to pitch their business ideas to entrepreneur panels, and top students are awarded scholarship money or financing through Shark Tank style competitions.

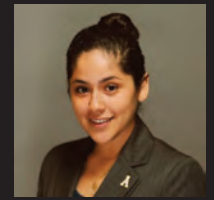
Business Ethics

The college supports a commitment to honesty, integrity and ethical behavior. Ethics are an integral part of the college's curriculum, and faculty prepare and inspire students to be ethical business leaders through instruction and example. Our graduates recognize and analyze ethical dilemmas and propose resolutions for practical business situations.



"The professors in the college are driven and focused on students. I have yet to meet a professor in my field that won't go the extra mile for my education."

—Yesenia Olguin, Appalachian senior majoring in Economics



Global Emphasis

The college incorporates a global orientation as an integral component of students' academic experience. The college has partnerships with universities across the globe and continues to expand ground-breaking opportunities in emerging markets, adding new program destinations and encouraging more students to spend a semester or year abroad. Each year, the College of Business's Global Opportunities Conference brings experts in international business to campus, providing students with keys to succeed in the global marketplace as well as networking opportunities. All business students fulfill an international requirement, and an increasing number choose to study abroad through a wide variety of exchange programs.

Sustainability

The Walker College is committed to advancing sustainable business practices that promote responsible management of economic, social and natural resources. Through the work of the college's Sustainable Business Curriculum and Faculty Development Committee, the Walker College leads through implementation and support of campus initiatives, events, research and service related to sustainability.

Harlan E. Boyles Distinguished CEO Lecture Series

The Boyles CEO Lecture Series is held twice a year, in the fall and spring. Each event brings to campus an outstanding CEO to meet and talk with students, faculty, staff and members of the business community through activities including classroom visits, a lecture, luncheon and reception. Speakers have included CEOs from BBDO New York, Duke Energy, Krispy Kreme, BB&T, Southern Shows, First Citizens, Carolinas Medical Center, Bernhardt Furniture, Bank of America, Blue Cross and Blue Shield of North Carolina, BellSouth, Bank of America, GlaxoSmithKline, Lowe's Companies, Wachovia Corporation and Goodrich Corporation.

Martha Guy Summer Institute (MGSI) for Future Business Leaders

Since 2004, MGSI has provided a select group of students an unparalleled opportunity to learn about business and develop leadership skills in an engaging environment. The program includes two weeks on Appalachian's campus learning about business and developing leadership and professional skills, followed by a trip to Washington, DC and New York City.



Short-term Study Abroad Delegation in Cuba



Participants and Leaders of the 2015 Martha Guy Summer Institute with Appalachian's Chancellor Sheri Everts

Enrichment Opportunities

Engaged Students

Real-world Experience

The Walker College aims to provide ample opportunity for business students to gain hands-on experience in industry. This is accomplished through various means, including professional presentations and panels during classes, college and center-level activities such as shadow days and career fairs, and special events like the Boyles Lecture Series and the McLeod Entrepreneur Summit. Additionally, multiple mentoring programs and regular Business Advisory Council meetings allow students to interact further with current and retired leaders from local, regional, national and international businesses.

Clubs and Organizations

Twenty-three professional organizations and honor societies are represented in the college. Membership offers students opportunities for leadership and professional experiences by joining other students in their specific areas of interest. Appalachian chapters of national organizations such as Association of Information Technology Professionals, American Marketing Association, Beta Gamma Sigma, Pi Sigma Epsilon and Phi Beta Lambda consistently receive exemplary chapter status and help develop leadership and needed skill sets in their members.

Bowden Investment Group

The Bowden Investment Group provides an opportunity for students to gain hands-on investment experience as part of an investment management course. Financial donations from alumni, faculty, businesses and other supporters have added to the fund's total net assets. Students analyze investment opportunities and manage a real investment portfolio, with the goal of a return on invested funds that exceeds the return on the S&P 500 Index.

Walker Fellows

The Walker Fellows serve as ambassadors and student representatives at various Walker College and University events. They interact with alumni, prospective students and business community leaders on a regular basis. Their involvement in the College also serves as a student "voice" to college administrators and business students.



"The experiences I've had as president of the American Marketing Association have allowed me to not only further my marketing skills, but also lead and help others to do the same. Engagement opportunities is just one of the reasons why Appalachian is the place to be."

– Kate Bennett, Appalachian senior majoring in Marketing



Bowden Investment Group members Caitlin Owings, left, Matthew Wine, Nathan Birmingham and Brett Featherstone won the North Carolina Chartered Financial (CFA) Society Research Challenge in 2015.

Beta Gamma Sigma Honor Society

Membership in Beta Gamma Sigma is the highest international recognition a student in business can receive in an undergraduate or master's program at an AACSB accredited school. Inductions are held each spring for those students who achieve academic excellence.

College of Business Honors Program

The Walker College of Business Honors Program is a selective program for students maintaining at least a 3.4 GPA. Freshman and sophomores who meet this qualification are encouraged to apply. To graduate with honors, a student in the program must complete 9 hours of College of Business honors courses and an honors thesis.

Internships

The college recognizes the value of real-world business experience. Students majoring in Hospitality and Tourism Management are required to complete an internship experience, and students in all other business majors are strongly encouraged to participate in an internship experience. Each department has a dedicated faculty advisor to assist students with placement support from the BB&T Student Leadership Center.

Business Exploration Residence Learning Community

The Business Exploration Residence Learning Community (RLC) allows for further immersion in business activities and learning through a unique housing program at Appalachian. The Business Exploration RLC enables participants to create strong networks with fellow business students and with business faculty and staff. Freshman should apply for an RLC when they submit their online housing application. For more information, visit housing.appstate.edu/rlc

Global Opportunities

Experiences Others Only Dream About

International Business Major/Minor

A major in international business is designed for students interested in an intensive, internationally focused curriculum. Along with multidisciplinary business training, major requirements include developing foreign language competency and heightened cultural awareness. All students majoring in International Business are required to spend at least one semester abroad. This can be fulfilled through a semester at a foreign university or an international internship. Students pursuing an international business minor are required to take 15 semester hours of international multidisciplinary business training designed to complement their major field of study.

College of Business International Study Courses

Each year, the college offers a variety of courses taught abroad by business faculty. These courses include a travel portion ranging from one week to one month and are designed to connect coursework with firsthand international experience. In 2014-2015 more than 150 graduate and undergraduate students participated in faculty-led study abroad courses in 11 countries on four continents, including Belize, Bermuda, Cambodia, Costa Rica, Cuba, Ecuador, England, France, Poland and Vietnam. Courses covered topics in Management, Finance, Computer Information Systems, Supply Chain Management, Hospitality and International Business.



Semester Abroad Programs

All business students are encouraged, but not required, to study abroad. In 2014-2015, business students studied or completed internships for a semester or longer in more than 20 countries on five continents, including Costa Rica, South Africa, Austria, Spain, China, Japan, Greece, Brazil, Italy, England, Russia, Thailand, Chile, Belgium, the Czech Republic, Mexico, France, Scotland, South Korea and Australia. In turn, International students from nine countries studied in the Walker College.



"The Walker College provides the professional, financial, and academic support that make international experiences a reality. The diversity of locations and course offerings provided are unique to Appalachian State and provide students with cultural interactions and information about aspects of conducting business internationally."

—Jack Terrell, Appalachian junior majoring in International Business and Economics



2015 Holland Fellow Partners Prepare for a Presentation in Shanghai, China.

William R. Holland Fellows Program for Business Study in Asia

Established in 1997, the Holland Fellows Program provides a once-in-a-lifetime opportunity for Walker College students to collaborate with students from Fudan University (Shanghai, China). They participate in classes, project assignments and visits to firms, as a way of learning about Chinese business practices and culture. Twelve students are competitively selected in October and, after intensive study during the spring semester, travel to China in May.

International Student Organizations

The International Business Student Association (IBSA) aims to expand student knowledge of global business and awareness of international issues. IBSA members serve as ambassadors of Walker College of Business International Programs and International Business within the university community. AIESEC, the world's largest student led organization, focuses on developing leadership skills as well as expanding students' world views to increase international understanding and cooperation. AIESEC provides international internships and exchange, cultural events on campus and leadership opportunities and development.

Global Opportunities Conference

In addition to providing first-hand international experiences, the Walker College of Business brings international learning to campus through the Global Opportunities Conference. The annual event highlights innovative and entrepreneurial ways of addressing global challenges. The 2015 conference, *Business for Good*, featured keynote speaker Doc Hendley, founder of Wine to Water, a non-profit that commits funds raised through wine tastings to provide clean water to 250,000 people worldwide.



Engagement *Opportunities*

Exceptional Opportunities

BB&T Student Leadership Center

The BB&T Student Leadership Center provides opportunities for business students to build job and life skills through professional and leadership development training. The center offers activities outside of traditional classroom offerings such as peer and group mentoring programs. In addition, the center provides career services with personalized coaching and support to business students as they prepare for a career beyond Appalachian. The center serves as a link between students and employment recruiters and alumni, and it provides programs and services to assist students as they develop professionally inside and outside of the classroom. Services offered include career counseling, resume development, internship placement assistance, job search strategies, mock interviewing and salary negotiation training.

Academic Advising

The College of Business offers its students access to an in-house academic advising center. Upon admittance to Appalachian, freshmen are assigned to an advisor in the University College advising center, but may utilize the Walker College advising center once their major is declared. A staff of professional academic advisors is dedicated to assisting business students with academic planning, registration and graduation audits. Walker College advising offers students personal attention related to business majors, including planning strategies for improving GPA and one-on-one communication regarding academic concerns and degree requirements.

Scholarship Office

A scholarship office within the college is devoted to maintaining business scholarship awards. Scholarships are based primarily on academic achievement and/or financial need. A student's GPA is given significant consideration in the selection process. Additional consideration is given to career goals and involvement, and leadership in extracurricular activities. Scholarship recipients have the opportunity to meet their donors during a reception held each fall.



*"The faculty and staff in the Brantley Risk and Insurance Center want you to succeed. What you learn in the classroom you will use in the real world. Not to mention **the scholarship opportunities are unbelievable.**"*

–Steven Dalgetty, Appalachian senior majoring in Finance, Banking & Insurance



Requirements

Undergraduate Majors

- Accounting
- Computer Information Systems
- Economics
- Finance and Banking
- Hospitality and Tourism Management
- International Business
- Management
- Marketing
- Risk Management and Insurance

Declaring a Major

In order to declare a major and have a file transferred from University College to the College of Business, a student must have:

- 2.0 or higher grade point average (GPA)
- Completed at least 30 semester hours
- RC 1000
- UCO 1200 either completed or in progress

Admission Requirements

To be officially admitted to the College of Business, a student must have:

- 2.5 cumulative GPA or higher based on at least 12 graded hours at Appalachian
- Completed at least 60 semester hours
- Successfully completed BUS 2000
- RC 1000 with a minimum grade of "C"
- RC 2001 with a minimum grade of "C"
- MAT 1030 Calculus with Business Applications with a minimum grade of "C-" (MAT 1110 can substitute for 1030)
- Overall 2.0 ("C") average in the following lower-level business core classes, with a minimum grade of "C-" in each course:
 - ACC 2100 Principles of Accounting I
 - ACC 2110 Principles of Accounting II
 - ECO 2030 Principles of Microeconomics
 - ECO 2040 Principles of Macroeconomics
 - ECO 2100 Business & Economic Statistics I (can substitute STT 2810 or 2820)
 - LAW 2150 Legal Environment of Business
- Demonstration of computer proficiency by either
 - passing the Basic Computer Skills Proficiency Test or
 - passing CIS 1026 with a minimum grade of "C-"
- No outstanding grades of "I" (Incomplete)



Students in the BB&T Student Leadership Center in Peacock Hall

Contact Us

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- Economics: Dr. John Whitehead, (828) 262-2148, whiteheadjc@appstate.edu
- Finance, Banking & Insurance: Dr. Don Cox, (828) 262-4030, coxdr@appstate.edu
- Management: Dr. Jacqui Bergman, (828) 262-2163, bergmanjz@appstate.edu
- Marketing : Dr. Ünal Boya, (828) 262-2145, boyauo@appstate.edu

Academic Centers and Institutes

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- Dr. Joseph Cazier, Director, (828) 262-6184, cazierja@appstate.edu

Center for Economic Research and Policy Analysis (CERPA)

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- Mr. Erich Schlenker, Managing Director, (828) 262-6196, schlenkere@appstate.edu
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