

# Undergraduate Programs

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**WALKER**  
COLLEGE OF BUSINESS

# Why Choose *Appalachian*?



## **Walker College of Business**

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 places emphasis on international experiences, sustainable business practices, entrepreneurial programs, and real-world applications with industry. Enrolling 2,800 undergraduates in nine majors, and 150 graduate students in Master of Business Administration and Master of Science in Accounting, the Walker College is consistently named one of “The Best Business Schools” by The Princeton Review and is accredited by AACSB International – the premier global accrediting body for schools of business.

## **John A. Walker, Kenneth E. Peacock**

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 Peacock began an extensive and celebrated career at Appalachian as a professor in the Walker College’s Department of Accounting in 1983 and became Appalachian’s sixth chancellor in 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.



## **Appalachian State University**

Appalachian State University, in North Carolina’s Blue Ridge Mountains, prepares students to lead purposeful lives as global citizens who understand and engage their responsibilities in creating a sustainable future for all. The transformational Appalachian experience promotes a spirit of inclusion that brings people together in inspiring ways to acquire and create knowledge, to grow holistically, to act with passion and determination, and embrace diversity and difference. As one of 16 universities in the University of North Carolina system, Appalachian enrolls about 18,000 students, has a low faculty-to-student ratio and offers more than 150 undergraduate and graduate majors.

*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



# 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.

## **Business Advisory Council**

Opportunities are provided for students to interact with members of the college's Business Advisory Council. The Council is composed of business leaders 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, insurance, 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.



2015 Sywassink Day of Excellence  
Faculty and Staff Award Winners



Members of the College's Business Advisory Council

*"The professors in the college are driven and focused on students.  
I never met a professor in my field that wouldn't go the extra mile for my education."*

—Yesenia Olguin, Appalachian senior majoring in Economics



### Harlan E. Boyles Distinguished CEO Lecture Series

The Boyles CEO Lecture Series 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.

### Sustainability

Through the work of the college's Sustainable Business Curriculum and Faculty Development Committee, the Walker College leads in implementation and support of campus initiatives, events, research and service related to sustainability.

### Business Ethics

The college supports a commitment to honesty, integrity and ethical behavior. Ethics are an integral part of the curriculum, and graduates are able to recognize and analyze ethical dilemmas and propose resolutions in practical situations.



David Carroll, Wells Fargo EVP of Wealth Management and Investment at the Spring 2016 Boyles Lecture



Participants at the 2015 Business for Good faculty and staff one-day event

# 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.

## **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 won the North Carolina Chartered Financial (CFA) Society Research Challenge.

### **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.

### **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.

### **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](http://housing.appstate.edu/rlc)

# Global Opportunities

## 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. All business students fulfill an international requirement, and an increasing number choose to study abroad through a wide variety of exchange programs.

## 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.

## Study Abroad Programs

All business students are encouraged, but not required, to study abroad. In 2014-2015, business students studied or completed internships in more than 20 countries on five continents, through both short-term or semester-long exchange opportunities.



*"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 senior 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 2016 conference, *Problems to Possibilities*, featured keynote speaker Erin Meezan, Vice President of Sustainability at Interface.

# Exceptional Experiences

## 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 nine 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.

## 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. Scholarship recipients have the opportunity to meet their donors during a reception held each fall.

## Graduate Programs and Executive Education

For those who wish to continue their business education at Appalachian's graduate level, the Walker College offers accelerated MBA, part-time evening MBA, and MS of Accounting degree programs. The college also offers industry professionals the same transformational experiences afforded to Walker College undergraduate and graduate students through an executive education program.



*"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



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

## **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.

## **Admission Requirements**

BSBA business majors must meet specific requirements to be admitted to the College of Business, but there is no application process. For information, visit [advising.business.appstate.edu/student-handbook/admission-wcob](http://advising.business.appstate.edu/student-handbook/admission-wcob)

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