

Undergraduate *Business*



PEACOCK HALL

WALKER
COLLEGE OF BUSINESS

Why 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 10 majors, and 175 graduate students in Master of Business Administration, Master of Science in Accounting and Master of Science in Applied Data Analytics programs, 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 17 campuses in the University of North Carolina system, Appalachian enrolls about 18,000 students, has a low student-to-faculty 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*

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.

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.

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.

Advisory Councils

Opportunities are provided for students to interact with members of the college's eight advisory groups, including the college-level advisory group, the Business Advisory Council. Advisory groups are composed of business leaders who meet regularly 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.



2016 Sywassink Day of Excellence
Faculty and Staff Award Winners



Members of the College's Finance and
Banking Advisory Council on Campus

*"The college offers many opportunities for students to engage with peers and professionals through activities outside the normal classroom environment. Business Connections was **informative and relevant.**"*

—Grace Williams, Appalachian junior majoring in Marketing



Signature Events

Undergraduates also interact with executives on campus through signature events such as the Harlan E. Boyles Distinguished Lecture Series. The Boyles Series brings to campus business executives to meet and talk with students, faculty and members of the business community through activities such as classroom visits, lectures, luncheons and receptions. Speakers have included CEOs from BBDO New York, Wells Fargo, 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 and Lowe's Companies.

Career Planning

Designed to help prepare Appalachian business students for the realities of the business world, the college hosts three career fairs especially designed for business majors on site each year—the semi-annual RMI Career Fair and the annual Business Connections event, which consists of practice interview sessions, track-specific workshops around current industry trends and corporate information tables. The university provides additional on-campus career planning opportunities, including the semi-annual CareerFest.

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, MS in Applied Data Analytics 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.



2017 Boyles Distinguished Lecture



2016 Business Connections



*"The professional selling class was a game changer for my sales career - I've become the top sales performer in my program!
Students who absorb the material will soar in success."*

— Mike Moret, '15 Appalachian Marketing and Management graduate and Outside Sales Associate for United Rentals



Inspiring *Innovation*

Research

One of the university's fundamental responsibilities is the advancement of knowledge through research and creative activities. In the Walker College of Business, scholarship informs teaching through the engagement of our students in research. Business students are eligible to apply for a variety of research grants designed to cover costs associated with research projects or creative endeavors, including opportunities from the Office of Student Research Grants, Barnes Program Research Grants, and the CERPA Scholars Program.

Entrepreneurship

Student interest in entrepreneurship is growing at Appalachian, and the Walker College fosters students' entrepreneurial energy and ambition. With support from the Transportation Insight Center for Entrepreneurship, entrepreneurial-minded students create and launch businesses through an accelerator program in Peacock Hall and receive hands-on advice and experience through co-curricular and outreach programs, including the Carole Moore McLeod Entrepreneur Summit and the Boone Discovery Forum, among others.

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 Collaborative, the Walker College leads through implementation and support of campus initiatives, events, research and service related to sustainability. The theory and practice of sustainable business recognizes that the economy, environment, and society (the triple bottom line) are interconnected and interdependent, and strives to enhance the business model so that it can flourish and thrive to benefit future generations.

Diversity

The Walker College aspires to create a diverse campus culture. We value diversity as the expression of human similarities and differences, as well as the importance of a living and learning environment conducive to knowledge, respect, acceptance, understanding and global awareness. The Diversity Advisory Team is composed of Walker College of Business faculty, staff and students who meet once a month in order to advise Walker College administrators on diversity and inclusiveness opportunities and needs within the college.

Applied Learning

Real-world Experience

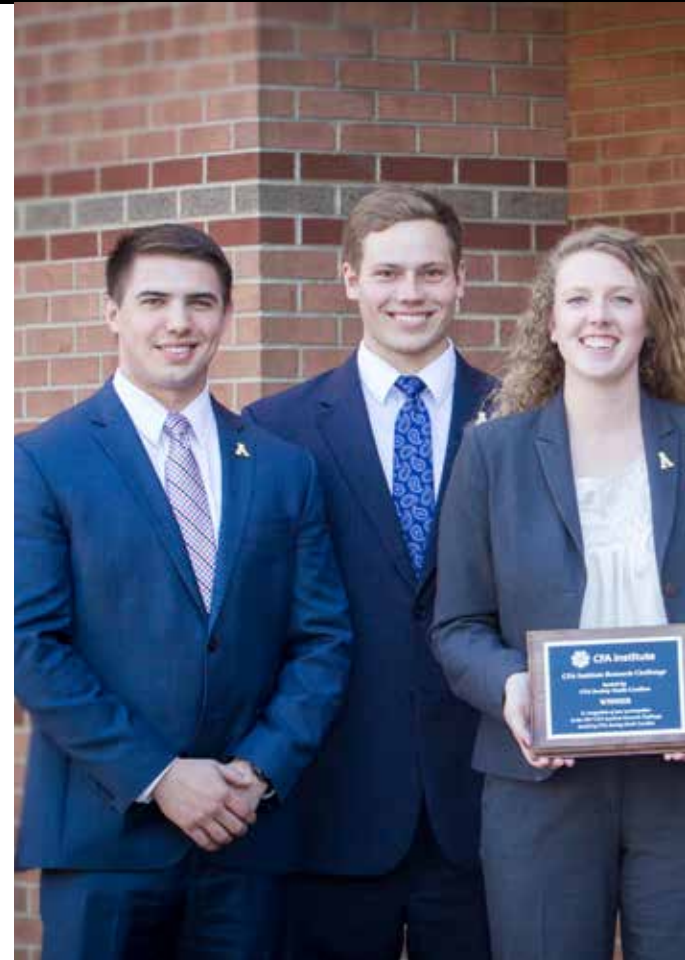
The Walker College aims to provide ample opportunity for business students to gain hands-on experience in industry. This is accomplished through various means, including professional presentations and panels during classes, college and center-level activities such as shadow days and career fairs, and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

Clubs and Organizations

Twenty professional organizations and four 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 the American Marketing Association, Phi Beta Lambda, DECA and the Association of Information Technology Professionals (AITP) receive exemplary chapter status and help develop leadership and discipline -specific skill sets in their members. Through their organizations, students often compete in—and win—regional, national and international competitions. For example, AITP has won nine consecutive Student Chapter Outstanding Performance Awards and back-to-back National Chapter of the Year Awards.

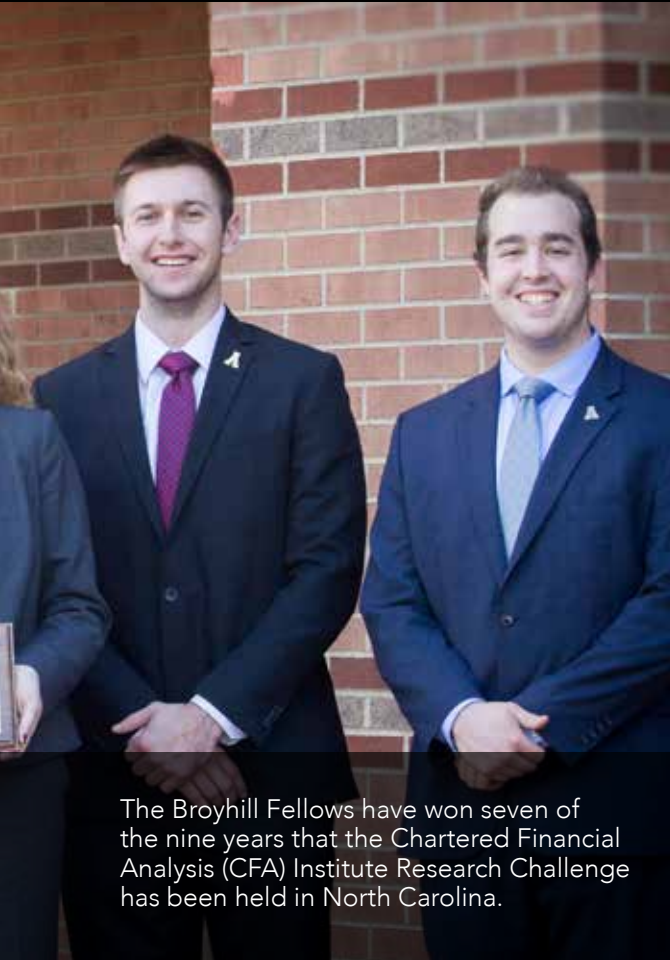
Bowden Investment Group

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.



"Participating in BIG had a huge impact on my career. The analytical skills gained, advanced excel practice, and public speaking experience helped me stand out above the crowd."

– Katie Crane, '10 Appalachian Finance graduate and Senior Financial Analyst for Lowe's Companies, Inc.



The Broyhill Fellows have won seven of the nine years that the Chartered Financial Analysis (CFA) Institute Research Challenge has been held in North Carolina.

Broyhill Fellows

The Broyhill Fellows are selected annually from members of the Bowden Investment Group to compete annually in the CFA Research Challenge, a global competition that provides university students with additional mentoring and intensive training in financial analysis. The Broyhill Fellows have won seven of the nine years that the competition has been held in North Carolina, and Appalachian is the only university in the state to have a team in the finals all nine years.

College Fed Challenge

Economics students participate in the College Fed Challenge, analyzing economic and financial conditions, formulating recommendations, and learning about the U.S. economy, monetary policymaking and the role of the Federal Reserve System. Appalachian placed first in the 13th annual regional and district competitions before moving on to the finals to receive an honorable mention, alongside Princeton University and University of Chicago, for their work in the national challenge.

International Sales Competitions

Marketing students benefit from projects guided by professional mentors, participation in sales role plays, competitions and internships. For several consecutive years, student teams from Appalachian have competed in the International Collegiate Sales Competition.

Meet the Firms

Appalachian's Department of Accounting offers Meet the Firms, an annual forum to help accounting students develop professional relationships with a network of industry representatives and find internship and full-time job opportunities. The accounting internship program offers the opportunity to earn college credit while gaining valuable experience in the accounting profession.

Engaged Students

Walker Fellows

The Walker Fellows serve as ambassadors and student representatives at many college and university events and interact with alumni, prospective and current students and business community leaders on a regular basis. Their involvement in the college serves as a student voice to college administrators and creates and promotes opportunities for academic and professional growth for students.

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 Honors Program

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

Women of Walker

The Women of Walker program helps accelerate professional development, personal growth, and leadership abilities for female business majors at Appalachian through networking, career exploration, travel opportunities and professional development workshops and seminars.



Walker Fellows is the student ambassadorial group of the Walker College of Business.



Beta Gamma Sigma Induction Ceremony

"The feeling that I had when I arrived for my freshman year at Appalachian, being on a beautiful campus, surrounded by so many unique, yet like minded individuals all striving for a higher level of education and experience, was truly gratifying."

—Maxwell Gordon, Appalachian senior majoring in International Business and Economics



Martha Guy Summer Institute (MGSI) for Future Business Leaders

Since 2004, MGSI has provided a select group of high school 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.

Business Exploration Residential Learning Community

The Business Exploration Residential 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. Freshmen should apply for an RLC when they submit their online housing application. For information, visit housing.appstate.edu/rlc.

Centers and Institutes

Appalachian's Risk Management and Insurance Program is one of the largest in the country, and the college's Brantley Risk and Insurance Center, founded in 1988 with support from the Independent Insurance Agents of North Carolina, facilitates interaction between students, faculty and the professionals in the insurance industry. The Brantley Center is one of five centers in the college that engages students outside of the traditional classroom setting. The others are the BB&T Student Leadership Center, the Transportation Center for Entrepreneurship, the Center for Economic Research & Policy Analysis (CERPA) and the Center for Analytics Research & Education (CARE).



2016 Martha Guy Summer Institute Participants



International Insurance Markets Class Participants at Tower Bridge in London

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. Each year, business students studied or completed internships in more than 20 countries on five continents, through both short-term or semester-long exchange opportunities. Nearly 25% of Walker College graduates participated in international study abroad educational opportunities while at Appalachian.



"Studying abroad cultured me, expanded my problem-solving skills, and helped me learn to adjust to all kinds of situations—all qualities companies are looking for in recent graduates."

—Jordan Olson, '15 Appalachian International Business graduate and Corporate Finance graduate student at King's College, London



Holland Fellowship partners prepare for a presentation in Shanghai, China.

The William R. Holland International Business Fellowship

The Holland Fellowship is an applied business experience in Asia, with an emphasis on student research, engagement and innovation. The fellowship serves to advance global learning while promoting research and collaboration among the college's top undergraduate students, faculty and Fudan University in Shanghai, China. A 20-year partnership with Fudan University provides the foundation for an experience that creates a context for understanding how regions, nations and peoples might collaborate for mutual benefit in a global business environment.

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 2017 conference brought to campus leaders from the Sustainable Amazon Foundation to speak on "Balancing People, Planet and Profit."

Exceptional Support

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 activities 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 interviews and salary negotiation training.

Professional Development

The Walker College of Business provides students not only a high quality business education, but also the professionalism and leadership training necessary to stand out in the job market after graduation. The college's leadership center offers a professional development series each semester, providing presentations by subject matter experts on current career, professional and leadership development topics including Professional Dress, Cover Letters, How to Work a Career Fair, LinkedIn and Salary Negotiation.

Internships

The college recognizes the value of real-world business experience, and more than 50% of graduates complete an internship while at Appalachian. Students majoring in Hospitality and Tourism Management are required to complete an internship, 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 recipients have the opportunity to meet their benefactors during the annual scholarship reception.

*"The college has not only given me knowledge for my future endeavors, but also connections and relationships that will help me throughout my life. With **experienced professors, top of the line career counseling,** and a dean with an open door policy, dreams become reality."* –Isaiah Burroughs, Appalachian senior majoring in Accounting



Scholarships

Through the generous support of alumni, friends and corporate partners, the Walker College of Business offers competitive scholarships to current and incoming students. A scholarship office within the college is devoted to maintaining business scholarship awards. Scholarships typically range from \$500 - \$2,000 per year and are based primarily on academic achievement and/or financial need. Recipients meet their donors during a reception held each fall.

Academic Advising

The Walker 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 Walker College, but there is no application process. For information, visit businessadvising.appstate.edu/student-handbook/admission-wcob.

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