

# BILL & VIEVE GORE SCHOOL OF BUSINESS

## BILL AND VIEVE GORE SCHOOL OF BUSINESS PROGRAMS

### Dax Jacobson, Dean

The Bill and Vieve Gore School of Business is dedicated to providing distinctive academic programs based on the integration of business and liberal arts education. This integration in both curriculum and delivery systems is requisite to prepare our students for life-long learning and to aid their adaptation to changing social, technological and economic conditions. This integration enhances the capabilities of our graduates in written and oral communication, computing and technology, international dimensions, critical thinking, ethics, social responsibility, and team effectiveness.

Accredited by the Association of Collegiate Business Schools and Programs (ACBSP), the programs of the Gore School of Business reflect Westminster University's continuing commitment to provide a student-oriented learning environment and innovative education of exceptional quality. The integration of business and liberal arts education contributes to students' effectiveness as citizens and agents of change. Whether students are preparing for entry-level or mid-career qualifications, the programs of the Gore School of Business offer a solid foundation of business knowledge and understanding of the complexity of organizations as they function in a global environment. Programs are offered at the undergraduate and graduate levels.

The school also develops and presents non-credit classes, seminars, institutes, and workshops to meet the training and professional development needs of local businesses, government and non-profit agencies, and community groups through the Division of Competency-based Programs.

### Undergraduate Programs

Undergraduate programs in the Bill and Vieve Gore School of Business are distinct in balancing solid theoretical preparation with practical application. Students are given broad business preparation with contextual applications to prepare them for general business decision making.

Undergraduate students in all business majors distinguish themselves by mastering the following learning goals:

- Perform basic financial accounting, managerial accounting, and international accounting.
- Apply the fundamental concepts of economics, microeconomics, macroeconomics, and international economics when making decisions and solving problems.
- Explain and enact the basic tenets of management, organizational behavior, operations management, strategy and policy, international/cross-cultural management, and entrepreneurship.
- Use probability, statistics, and quantitative analysis techniques when evaluating and solving business problems.
- Describe the role of information systems in business and society and explain the basic concepts of information technology and systems development.
- Perform basic skills in the areas of corporate finance, investments, and international finance.
- Analyze an organization's customer orientation and develop effective strategies that create value for stakeholders and satisfying exchange relationships in domestic and international settings.
- Demonstrate an understanding of the legal and regulatory environment and the ethical and social responsibilities of business professionals and leaders.
- Appraise the major differences in managing and leading an organization internationally versus domestically.

Students completing business programs use the skills drawn from the preceding areas throughout their program major and across the curriculum. All students also complete practical experiences in either internships or practicum projects, to give context and experience to learning achieved in the classroom.

In most business majors, students can elect to complete Bachelor of Science (B.S.) or Bachelor of Arts (B.A.) programs. The B.S. programs are designed to give students deeper specialization within the major area, while B.A. programs are designed to give broader preparation in both the program area and in other areas depending on the student's background, preferences, and interests. Students completing the B.A. option are required to complete either a declared academic minor other than the Business minor, or twelve credit hours of a world language.

Students should discuss B.S. and B.A. options with their academic advisor to determine which better meets their career goals.

The Bill and Vieve Gore School of Business program offerings are listed below:

- [Accounting \(B.A. & B.S.\)](#)
- [Bachelor of Business Administration \(BBA\)](#)
- [Business Computer Information Systems \(B.S.\)](#)
- [Economics](#)
  - [Economics Option \(B.A.\)](#)
  - [Business Option \(B.S.\)](#)
  - [Pre-Law Concentration \(B.A.\)](#)
- [Entrepreneurship \(minor\)](#)
- [Finance \(B.A. & B.S.\)](#)
- [Management \(B.A. & B.S.\)](#)
- [International Business \(B.A.\)](#)
- [Marketing \(B.A. & B.S.\)](#)
- [Sports Management \(B.A. and B.S.\)](#)

See also the interdisciplinary programs Computer Information Systems and Arts Administration in the Arts and Sciences section.

All programs within the Bill and Vieve Gore School of Business are accredited by ACBSP with the exception of the B.A. Economics program, which is accredited by the Northwest Commission for Colleges and Universities (NWCCU).

### Faculty

- **Susan Arsht**, Assistant Professor (Management)
- **Chelsea Dye**, Associate Professor (Accounting)
- **Charlotta Farr**, Assistant Professor (Accounting)
- **Michael Glissmeyer**, Assistant Professor (Management)
- **Vicki Graham**, Professor (Management)

- **Richard Haskell**, Professor (Finance)
- **Dara Hoffa**, Associate Professor (Accounting)
- **Dax Jacobson**, Dean, Associate Professor (Management)
- **Brian Jorgensen**, Associate Professor (Marketing)
- **Michael Keene**, Associate Professor (Technology Commercialization)
- **Lauren Lo Re**, Associate Professor (Finance)
- **Michael Mamo**, Associate Professor (Economics)
- **Alysse Morton**, Professor (Management)
- **Nancy Panos Schmitt**, Associate Professor (Marketing)