College of Business

Zane Showker Hall
Sixth Floor – MSC 0207
Harrisonburg, VA 22807
(540) 568-3254
http://www.jmu.edu/cob/

Dean
Dr. Robert D. Reid

Associate Dean – Academic Affairs
Dr. Irvine Clark, III

Associate Dean – Human Resources and Administration
Ms. Kimberley A. Foreman

Associate Dean – Student Development and External Relations
Ms. Joyce W. Guthrie

Academic Units Offering Graduate Programs

School of Accounting
Dr. Paul A. Copley, Director
Dr. Nancy Nichols, Graduate Program Director

Economics Department
Department Head

Finance and Business Law Program
Dr. Pamela Peterson Drake, Graduate Program Director

Computer Information Systems and Management Science Program
Dr. Rick Mathieu, Graduate Program Director

Management Program
Dr. Scott Gallagher, Department Head

Marketing Program
Dr. W. Val Larsen, Interim Marketing Department Head

Master of Business Administration Program
Dr. Michael Busing, Graduate Program Director
Mission Statement

The College of Business is committed to preparing students to be active and engaged citizens who are exceptionally well qualified leaders for success in a global competitive marketplace.

Goals

The JMU College of Business (CoB) aspires to be among the top five percent of undergraduate business programs in the nation, striving for excellence and continuous improvement in undergraduate learning. Its student body comes primarily from the Mid-Atlantic region of the United States and, to a growing extent, from the Northeast.

Directed toward a full-time student population, the CoB's undergraduate programs are based on solid foundations in general education and an integrated business core curriculum. Beyond these foundations, the CoB offers students a wide variety of programs that emphasize theory, application, and experiential learning in a business discipline.

CoB faculty members are committed to providing an exceptional educational experience for students, with an emphasis on developing leadership, technology, communication and integrative skills.

The CoB will be a preferred source of student talent for employers in the Mid-Atlantic region.

The CoB takes an entrepreneurial approach to graduate programs, developing niche programs for which there is a need and for which the faculty has competence.

Student learning is assessed frequently. Assurance of learning programs are designed to assess learning in the business core, each of the undergraduate majors, and each of the degree programs within the CoB. Consistent with academic freedom, faculty members are encouraged to take an active role in innovative curriculum development and assessment processes designed to improve the educational experience.

The CoB recognizes that students and faculty face ethical choices. As such, it maintains the highest expectations for students regarding JMU's Honor Code. Furthermore, the CoB strives to prepare students for the ethical tensions and dilemmas they will face in the course of their professional lives. Additionally, the CoB demands the utmost in professional and ethical conduct by its faculty towards students, the community of scholars, and society at large.

CoB faculty members believe that a balance between teaching and research is the most effective way to educate their students. Scholarly contributions complement classroom teaching by helping faculty members maintain currency in their discipline. Furthermore, students gain a deeper understanding of subject matter, a greater appreciation of a discipline's body of knowledge, and added enthusiasm for learning when they are taught by active scholars.

Faculty members are committed to a broad array of intellectual pursuits and scholarly output in discipline-based scholarship, contributions to practice, and learning and pedagogical research. The relative emphasis on these three areas will vary from one faculty member to another depending upon education, experience, and interests, but the pursuit of knowledge in each area will be used to enhance students' learning experiences.

Graduate Programs

Students may select from the following programs in the College of Business:

- Accounting (M.S.)
- Business Administration (M.B.A.)
- Strategic Leadership (Ph.D.)