College of Business

Academic Units Within the College

School of Accounting
Dr. Timothy J. Louwers, Director

Computer Information Systems and Business Analytics Program
Dr. J. Art Gowan, Jr., Academic Unit Head

Economics Department
Dr. Ehsan Ahmed, Academic Unit Head

Finance and Business Law Program
Dr. Hui Sono, Academic Unit Head

Program of International Business
Dr. Marion M. White, Director

Management Program
Dr. Paula S. Daly, Academic Unit Head

Marketing Program
Dr. Andy Wood, Academic Unit Head

Master of Science in Accounting
Dr. Nancy B. Nichols, MSA Program Director

Master of Business Administration Program

Graduate Programs

All degree programs offered by the College of Business are accredited by AACSB International – The Association to Advance Collegiate Schools of Business. Students may select from the following programs in the College of Business:

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

Mission Statement

The JMU College of Business is a learning community committed to excellence in:
• Preparing students to be engaged, principled business professionals and leaders;
• Advancing scholarship in business disciplines; and
• Enhancing organizational performance through our outreach activities.

Goals

The JMU College of Business aspires to be among the top five percent of 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.

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.