W. Frank Barton School of Business

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Mission Statement
The Barton School of Business prepares students for lifelong learning and success in the global marketplace, advances the knowledge and practice of business, and supports economic growth through research, outreach and knowledge transfer. In pursuit of its mission, the school is committed to integrity, excellence and collegiality.

The vision of the Barton School of Business is to be internationally recognized as a model of research, knowledge transfer and applied business learning.

Consistent with the university’s role as the Regents’ urban serving research university, the Barton School aggressively pursues regional and national prominence for its academic and professional programs.

This mission is influenced by the location of the school in the largest economic and cultural center in the state of Kansas. As an integral part of the state’s designated urban university, the faculty of the Barton School of Business are committed to programs and activities that will help sustain the contribution that this urban center makes to the economic, professional and cultural health of the state and nation.

Within this context, the faculty of the school have adopted the following educational goals of the Barton School which are listed below under the headings of Students, Faculty and Programs. For each grouping, a preamble states the basic values of the Barton School faculty.

Students
Students are the reason for the Barton School’s existence. It is the faculty’s responsibility to create programs and learning environments that ensure the ultimate success of students. We, the faculty, want our students to evaluate positively their Barton School experiences, both while enrolled in courses and afterwards.

Goals
To ensure that students completing Barton School programs possess skills that make them competitive with students from the best business programs in the region. To increase the quality and quantity of students.

Faculty
Faculty are the means by which the university creates a learning environment. The quality of the faculty and the opportunities provided to faculty for continuous improvement are of paramount importance to the success of the Barton School.

Goal
To have faculty who are widely recognized for their commitment to students and scholarship.

Programs
The programs offered by the Barton School link it to its multiple constituencies. The rich diversity of these programs reflects the university’s unique urban mission.

Goal
To increase the recognition of the Barton School through programs that are relevant, competitive and up-to-date.

The school is a member of AACSB International — The Association to Advance Collegiate Schools of Business; its undergraduate and graduate programs are accredited by this organization. The School of Accountancy has separate accreditation from AACSB for the undergraduate and graduate programs in accounting. The Barton School is one of only 182 schools globally to have both accreditations from AACSB.

Three of the centers sponsored by the Barton School are described below.

The Center for Economic Development and Business Research (CEDBR) engages in business and economic research for a wide variety of clients in both private and public sectors. The center collects, analyzes and disseminates information to support activities in government, education, business and economic development organizations.

The CEDBR maintains a comprehensive database of economic indicators including population, personal income, employment, construction and census data. Activities focus on issues related to the economic health of the region. The center publishes the Kansas Economic Report and a supplemental monthly, Kansas Economic Indicators.

The Center for Entrepreneurship, housed in Devlin Hall, encourages entrepreneurial thinking and activities through quality education, research and community involvement to better serve its customers and stakeholders. The center provides a comprehensive curriculum in entrepreneurial studies at both the undergraduate and graduate level.

The Center for Management Development (CMD) offers noncredit management development seminars to Wichita and the surrounding area. The CMD seminars and workshops have been acclaimed for their usefulness to practicing business people and other professionals in a wide variety of organizations.

W. Frank Barton School of Business Policies

Admission
Degree-bound students who select a business major are admitted to the Barton School of Business in program status. All students in the Barton School of Business must maintain a 2.250 grade point average. Students must complete 6 credit hours of English composition, 3 credit hours of communication, and 3 credit hours of college algebra with a grade of C- or better in each within their first 48 college hours. Failure to complete this requirement will bar a student from enrolling in upper-division business courses.

Advanced Standing
Students who qualify for advanced standing have:

1. An overall and WSU institutional grade point average of 2.250;
2. Completed the following courses:

   a. ACCT 210 Financial Accounting 3
   b. ACCT 220 Managerial Accounting 3
   c. ECON 201 Principles of Microeconomics 3
   d. ECON 202 Principles of Macroeconomics 3
   e. ECON 231 Introductory Business Statistics 3

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For degree-seeking students in the Barton School of Business, advanced standing is a prerequisite for all upper-division courses in the school.

Transfer students

Students planning to transfer into the Barton School of Business from another institution to obtain the BBA must complete BADM 301, in their first semester at WSU. Transfer students should be aware that 50 percent of their business coursework must be taken at Wichita State University.

Date of Catalog Requirements

Students entering or transferring into the Barton School of Business are placed on the most current catalog based on the semester they begin at the Barton School of Business and must complete the degree requirements of that catalog. Students who have been out of the university for two consecutive years or more must complete the most current catalog requirements.

Second Business Degree

Graduation requirements are determined by the catalog degree requirements in place at the time of the student’s first enrollment term for the second degree. This ensures that the knowledge and skills acquired by students will be current with the state of knowledge in the field of business.

Probation and Dismissal

Probation

Students are expected to make satisfactory progress in their studies. A student who fails to do so may be placed on probation at any time and ultimately dismissed from the university.

1. Students are placed on probation whenever their overall or WSU institutional grade point average falls below 2.250 and they have attempted at least 6 credit hours at Wichita State University.
2. Probation is removed when the overall and WSU institutional grade point averages reach the required 2.250 level.
3. Students continue on probation when they earn a 2.250 or better semester grade point average but their overall or WSU institutional grade point average remains below 2.250.

Students on academic probation are limited to taking 14 credit hours in a 16-week term, 6 credit hours in an eight-week term, and 3 credit hours in a four-week term. Students on academic probation may not enroll in a two-week course. Exceptions to these limitations may be made by filing a written petition with the Barton School of Business exceptions committee. Petitioners must meet with an academic advisor before filing a written petition.

Dismissal

1. Students will be dismissed at the end of any semester on probation if they fail to earn a semester grade point average at or above the minimum 2.250 requirement, and have an overall or WSU institutional grade point average also below the minimum 2.250 requirement. Students are not academically dismissed at the end of a semester unless they began that semester on academic probation.

2. Regardless of GPA, students may be dismissed from the Barton School for violations of the WSU Student Responsibility and Student Code of Conduct policies (see Student Code of Conduct and Student Academic Honesty for excerpts (http://catalog.wichita.edu/undergraduate/academics/exceptions/student-responsibility)). The entire Student Code of Conduct is located online in section 8.05 of the WSU Policies and Procedures Manual (http://wichita.edu/policiesprocedures).

3. Additionally, students studying abroad or participating in an academic co-op or National Student Exchange will be subject to dismissal for failure to comply with the rules, regulations or professional standards governing the universities/colleges or companies/firms.

Students must apply to the Barton School of Business exceptions committee to be considered for readmittance in probationary status. Cases for readmission must be developed by the student after consultation with an advisor. The petition is then considered by the Barton School of Business exceptions committee and forwarded to the university’s committee for final action.

Dismissal from the Barton School of Business because of poor academic performance constitutes dismissal from the university. Nonetheless, a dismissed student whose grade point average qualifies him or her for admission to another college at WSU may apply to the exceptions committee of that college.

Limitations on Student Load

Initially admitted Barton School of Business students are limited to a maximum of 16 credit hours, to which may be added 1 credit hour of elective. Students admitted to advanced standing in the college are limited to a maximum of 18 credit hours, to which may be added 1 credit hour of elective.

All Barton School of Business students are limited to enrollment in one course during a summer pre-session, one course in any four-week summer session and two courses in any eight-week summer session. If a student is enrolled in both an eight-week and a four-week summer session, the maximum enrollment is two courses. Students on probation may not enroll in two-week courses.

Cooperative Education (Co-op)

The Barton School of Business participates in the university’s cooperative education program. The program is designed to provide relevant paid employment experiences that integrate, complement and enhance the student’s academic program. Students are placed in co-op positions in a variety of business settings, including government agencies, financial institutions, social agencies, accounting firms, entrepreneurial companies and many others. Individual academic projects are formulated in consultation with the student’s faculty advisor.

Business students may enroll in 1 credit hour of co-op per semester with a 2.250 overall and WSU institutional grade point average as early as their sophomore year. Students enrolling in 2 or 3 credit hours of co-op during a single semester must have junior standing and at least an overall and WSU institutional GPA of 2.250. (A higher GPA may be required by their major area.) The number of hours of co-op credit that can be applied to different majors is explicitly stated in each area.
Co-op placements must be approved by the student’s faculty advisor. See the business coordinator in the cooperative education office for more information.

**Advising**

The Business Advising Center provides academic advising to support students in finding their way through the Barton School of Business. The advisor is the link between the student and the university — with its faculty, policies and procedures. The focus of advising in the Barton School of Business is to help students progress toward their educational objectives and career goals.

**Types of Advising Assistance Available**

- **Program Planning**
  Students are encouraged to outline an entire plan of study early in their academic career by using the suggested degree completion plans for each of the majors and consulting with their advisors.

- **Schedule Building**
  Schedule building is the determination of specific courses a student should take in a given semester. Students should refer to the schedule of courses and catalog in consultation with a business advisor to determine a specific course of study. Selection of specific sections and of times for courses is the student’s responsibility.

- **Transcript Evaluation**
  Two aspects of transcript evaluation are:
  1. The evaluation of coursework to be transferred to Wichita State University for a degree, and
  2. The continuing evaluation of completion of graduation requirements.

Evaluation of transfer work is accomplished by a business advisor, working in conjunction with the Office of the Registrar and the various departments within the school.

- **Counseling**
  Students seeking career guidance, personal counseling or other types of assistance will be directed to the appropriate university office by the staff of the advising center.

- **Academic Honesty**
  The faculty of the Barton School of Business strongly endorse the statement on academic honesty appearing in the Student Code of Conduct. (See Student Code of Conduct and Student Academic Honesty for excerpts [http://catalog.wichita.edu/undergraduate/academics/exceptions/student-responsibility](http://catalog.wichita.edu/undergraduate/academics/exceptions/student-responsibility).)

Students accused of academic misconduct may appeal through the W. Frank Barton School of Business Dean’s Office. The detailed appeals process may be found on the Barton School of Business website [http://wichita.edu/business](http://wichita.edu/business).

**Undergraduate Degrees**

- **Bachelor of Business Administration**
  The undergraduate curriculum of the Barton School of Business leads to the Bachelor of Business Administration (BBA). Areas of emphasis or majors are offered in several fields within the School of Accountancy and the following departments: economics; finance, real estate and decision sciences; management and marketing.

Students may obtain a second bachelor’s degree in the Barton School of Business if they:

1. Complete a minimum of 30 hours in residence in the Barton School of Business (in addition to the work required for the first bachelor’s degree); and
2. Satisfy the school’s general requirements and emphasis/major requirements in effect at the time they embark on the program leading to a second bachelor’s degree.

**Bachelor of Business Administration — Undecided**

Students who need help in choosing a Barton School major may temporarily choose the BBA — Undecided business major. These students receive targeted assistance from the Barton School Advising Center. Students must transfer to a regular major before reaching 60 earned credit hours.

Students will pursue the Barton School’s orientation, advanced standing and other lower-division requirements, and WSU’s general education requirements while in the undecided business major. Students must choose an actual major before reaching 60 earned credit hours.

**Graduate Degrees**

Master’s degree programs in the school lead to the Executive Master of Business Administration (EMBA), Master of Business Administration (MBA), Master of Accountancy (MACC), and the Master of Arts (MA) in economics.

For additional information on graduate programs, see the Wichita State University Graduate Catalog.

**Certificates**

A graduate certificate in enterprise systems and supply chain management is offered jointly with the College of Engineering. The Barton School also offers a graduate certificate in entrepreneurship and innovation.

**Business Emphases in Other University Programs**

Students in Fairmount College of Liberal Arts and Sciences may major in economics. Students from all colleges may minor in accounting, economics, entrepreneurship, finance, general business, information technology and management information systems, international business, management, marketing, operations management and personal selling. A minor in general business is not available to students pursuing a degree in the Barton School of Business.

A field major in international studies is offered in cooperation with Fairmount College of Liberal Arts and Sciences for students interested in specializing in a foreign area of the world or in international business, economics or public affairs. The major prepares students for careers in international organizations, within the U.S. government and in business firms. Additionally, a cooperative chemistry/business program is offered in the department of chemistry.

**Inter-College Double Major**

An inter-college double major allows a student to complete an academic degree and major in one of the professional colleges (Barton School of Business, College of Education, College of Engineering, College of Fine Arts, College of Health Professions) along with a major in Fairmount College of Liberal Arts and Sciences. For details see Inter-College Double Major [http://catalog.wichita.edu/undergraduate/academics/graduation/double-major](http://catalog.wichita.edu/undergraduate/academics/graduation/double-major).
Majors in the W. Frank Barton School of Business

- Bachelor of Business Administration (BBA) (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration)
- BBA - Economics (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration/bba-economics)
- BBA - Management (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration/bba-management)
- BBA - Marketing (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration/bba-marketing)

Real Estate Emphasis
An emphasis in real estate is available to students majoring in economics, entrepreneurship, finance or marketing. See those majors for details.

Minors in the W. Frank Barton School of Business:

- Accounting (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/accounting-minor)
- Business Analytics (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/minor-business-analytics)
- Economics (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/economics-minor)
- Entrepreneurship (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/entrepreneurship-minor)
- Finance (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/finance-minor)
- General Business (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/general-business-minor)

- Information Technology and Management Information Systems (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/management-information-systems)
- International Business (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/international-business-minor)
- Management (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/management-minor)
- Operations Management (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/operations-management-minor)
- Marketing (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/marketing-minor)
- Personal Selling (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/personal-selling-minor)
- Supply Chain Management (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/supply-chain-management-minor)

Courses in the W. Frank Barton School of Business

- Accounting (ACCT) (http://catalog.wichita.edu/undergraduate/courses/acct)
- Business Administration - General (BADM) (http://catalog.wichita.edu/undergraduate/courses/badm)
- Business Law (BLAW) (http://catalog.wichita.edu/undergraduate/courses/blaw)
- Decision Sciences (DS) (http://catalog.wichita.edu/undergraduate/courses/ds)
- Economics (ECON) (http://catalog.wichita.edu/undergraduate/courses/econ)
- Entrepreneurship (ENTR) (http://catalog.wichita.edu/undergraduate/courses/entr)
- Finance (FIN) (http://catalog.wichita.edu/undergraduate/courses/fin)
- Human Resource Management (HRM) (http://catalog.wichita.edu/undergraduate/courses/hrm)
- International Business (IB) (http://catalog.wichita.edu/undergraduate/courses/ib)
- Management (MGMT) (http://catalog.wichita.edu/undergraduate/courses/mgmt)
- Management Information Systems (MIS) (http://catalog.wichita.edu/undergraduate/courses/mis)
- Marketing (MKT) (http://catalog.wichita.edu/undergraduate/courses/mkt)
- Real Estate (RE) (http://catalog.wichita.edu/undergraduate/courses/re)
- WSU General: Business (WSUB) (http://catalog.wichita.edu/undergraduate/courses/wsub)

Course Descriptions

Business courses numbered 100 to 299 are designed primarily for freshmen and sophomores, but students from other classes may be admitted for lower-division credit.

Business courses numbered 300 to 499 are available only to juniors and seniors. Graduate students may not take these courses for graduate credit.
Business courses numbered 500 to 699 are available to juniors and seniors, but graduate students may also receive graduate credit for these courses.

Business courses numbered 700 to 799 are structured primarily for graduate students, but undergraduate, upper-division students may be admitted if they meet course prerequisites.

Courses numbered 800 to 899 are designed for graduate students only, and students may not be admitted to these courses unless they have been admitted to the Graduate School. (See the Academics section of the catalog for special conditions under which seniors may be admitted to graduate courses.)

**Cross-listed Courses**

Selected courses in the Barton School of Business are cross-listed because course content is suitable to more than one discipline. Every department or program which offers cross-listed courses provides a separate catalog description. Students may enroll in cross-listed courses to meet major and minor requirements, but credit may be earned under only one of the course listings.