

# Strome College of Business

**Web Site:** <http://www.odu.edu/business> (<http://www.odu.edu/business/>)

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## Department Chairs

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Robert McNab, Economics  
Bruce Rubin, Financial Management  
Weiyong Zhang, Information Technology and Decision Sciences  
Shaomin Li, Management  
Chuanyi Tang, Marketing  
Brandon A. Shah, Military Science and Leadership  
Bruce McDonald, Public Service

## Center and Institute Directors

Robert McNab, Dragas Center for Economic Analysis and Policy  
Rob Pidduck, Hudgins Transitional Entrepreneurship Lab  
Michael McShane, Insurance and Financial Services Center  
Simon Stevenson, Harvey Lindsay School of Real Estate  
Yuping Liu-Thompkins, Loyalty Science Lab  
Sharon Scannell, Program Manager, Strome Center for Entrepreneurship and Innovation  
Aaron Arndt, Thurmond School of Professional Sales and Negotiations  
Simon Stevenson, E.V. Williams Center for Real Estate

Old Dominion University's Strome College of Business has as its principal objective the preparation of liberally educated specialists who will enter the challenging world of business and public administration. All programs in the College are designed to promote the following: professional competence; facility in the communication arts; analytical skills; leadership abilities; an understanding of social, political, and economic forces; and a strong sense of business ethics and public purpose, with a focus on problem solving. This foundation enables graduates of these programs to advance in a broad range of careers in the public and private sectors.

The Strome College of Business is one of approximately 800 schools in the world to have achieved accreditation at the graduate and undergraduate levels by the Association to Advance Collegiate Schools of Business – AACSB International. The undergraduate and graduate accounting programs have received their own accreditation through the same agency. In addition, the Master of Public Administration program is one of approximately 164 graduate programs certified as meeting the standards of the National Association of Schools of Public Affairs and Administration (NASPAA).

Undergraduate students may pursue majors in accounting, business analytics, economics, finance, human resources management, information systems and technology, international business, management, marketing, personal financial planning, real estate, and risk management and insurance. The College offers graduate programs in accounting, business administration, economics, and public administration. Additionally, the College offers a joint master's degree in computer information science with the Computer Science Department. Information about the graduate programs is available in the Graduate Catalog.

Also housed within the College is the Department of Military Science and Leadership. The mission of this department is to provide professional instruction and leadership development for selected students who desire to serve in the active or reserve components of the U.S. Army. Additional information about this program may be obtained through the Military Science and Leadership Department.

## Mission and Vision Statements

The mission of the Strome College of Business is The Business of Problem Solving. Our vision is to be the preeminent source for problem solving in business, government, and non-profit organizations.

## Distance Education

The college offers several degrees online through ODUGlobal to students throughout the state of Virginia and beyond. Usually students complete their general education program in a community college and transfer to Old Dominion University to complete the degree requirements. Bachelor of Science degrees in accounting, finance, information systems and technology, management, and marketing are available through different delivery technologies. Minors in several disciplines are also available.

## Bachelor of Arts - Economics

The Bachelor of Arts in Economics has been discontinued. Continuing students must earn their degree by the end of spring semester 2025. This program is not available for students entering Old Dominion University in fall 2020 and subsequent semesters.

## Departments

- Accountancy (<http://catalog.odu.edu/undergraduate/business/accounting/>)
- Economics (<http://catalog.odu.edu/undergraduate/business/economics/>)
- Financial Management (<http://catalog.odu.edu/undergraduate/business/financial-management/>)
- Information Systems and Technology (<http://catalog.odu.edu/undergraduate/business/information-systems-technology/>)
- Management (<http://catalog.odu.edu/undergraduate/business/management/>)
- Marketing (<http://catalog.odu.edu/undergraduate/business/marketing/>)
- Military Science and Leadership (Army Reserve Officers' Training Corps) (<http://catalog.odu.edu/undergraduate/business/military-science-leadership/>)

## Programs

### Bachelor of Science in Business Administration Programs

- Accounting (BSBA) (<http://catalog.odu.edu/undergraduate/business/accounting/accounting-bsba/>)
- Economics (BSBA) (<http://catalog.odu.edu/undergraduate/business/economics/economics-bsba/>)
- Financial Management with a Major in Finance (BSBA) (<http://catalog.odu.edu/undergraduate/business/financial-management/financial-management-finance-bsba/>)
- Financial Management with a Major in Personal Financial Planning (BSBA) (<http://catalog.odu.edu/undergraduate/business/financial-management/financial-management-personal-financial-planning-bsba/>)
- Financial Management with a Major in Real Estate (BSBA) (<http://catalog.odu.edu/undergraduate/business/financial-management/financial-management-real-estate-bsba/>)
- Financial Management with a Major in Risk Management and Insurance (BSBA) (<http://catalog.odu.edu/undergraduate/business/financial-management/risk-management-insurance-bsba/>)
- Information Systems and Technology (BSBA) (<http://catalog.odu.edu/undergraduate/business/information-systems-technology/information-systems-technology-bsba/>)
- Information Systems and Technology with a Major in Business Analytics (BSBA) (<http://catalog.odu.edu/undergraduate/business/information-systems-technology/information-systems-technology-business-analytics-bsba/>)
- Information Systems and Technology with a Major in Business Analytics and Intelligence (BSBA) (<http://catalog.odu.edu/>)

undergraduate/business/information-systems-technology/information-systems-technology-business-analytics-and-intelligence-bsba/)

- Information Systems and Technology-Database Major (BSBA) (<http://catalog.odu.edu/undergraduate/business/information-systems-technology/information-systems-technology-database-bsba/>)
- Information Systems and Technology-Network Engineering Major (BSBA) (<http://catalog.odu.edu/undergraduate/business/information-systems-technology/information-systems-technology-network-engineering-bsba/>)
- Management (BSBA) (<http://catalog.odu.edu/undergraduate/business/management/management-bsba/>)
- Management with a Major in Entrepreneurship (BSBA) (<http://catalog.odu.edu/undergraduate/business/management/entrepreneurship-bsba/>)
- Management with a Major in Human Resource Management (BSBA) (<http://catalog.odu.edu/undergraduate/business/management/management-human-resource-bsba/>)
- Management with a Major in International Business (BSBA) (<http://catalog.odu.edu/undergraduate/business/management/management-international-business-bsba/>)
- Marketing Management with a Major in Digital Marketing (BSBA) (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-digital-bsba/>)
- Marketing Management with a Major in Marketing (BSBA) (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-bsba/>)
- Marketing Management with a Major in Marketing Analytics and Research (BSBA) (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-analytics-research-bsba/>)
- Marketing Management with a Major in Professional Sales (BSBA) (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-professional-sales-bsba/>)

## Minor Programs

- Accounting Minor (<http://catalog.odu.edu/undergraduate/business/accounting/accounting-minor/>)
- Business Administration Minor (<http://catalog.odu.edu/undergraduate/business/minors/business-administration-minor/>)
- Business Analytics Minor (<http://catalog.odu.edu/undergraduate/business/information-systems-technology/business-analytics-minor/>)
- Economics Minor (<http://catalog.odu.edu/undergraduate/business/economics/economics-minor/>)
- Entrepreneurship Minor (<http://catalog.odu.edu/undergraduate/business/management/entrepreneurship-minor/>)
- Financial Management Minor (<http://catalog.odu.edu/undergraduate/business/financial-management/financial-management-minor/>)
- Information Systems and Technology Minor (<http://catalog.odu.edu/undergraduate/business/information-systems-technology/information-systems-technology-minor/>)
- International Business Minor (<http://catalog.odu.edu/undergraduate/business/management/international-business-minor/>)
- Management Minor (<http://catalog.odu.edu/undergraduate/business/management/management-minor/>)
- Maritime and Supply Chain Management Minor (<http://catalog.odu.edu/undergraduate/business/information-systems-technology/maritime-supply-chain-management-minor/>)
- Marketing Minor (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-minor/>)
- Marketing-Digital Marketing Minor (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-digital-marketing-minor/>)
- Marketing-Marketing Analytics Minor (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-marketing-analytics-minor/>)
- Marketing-Professional Sales Minor (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-professional-sales-minor/>)

- Military Leadership Minor (<http://catalog.odu.edu/undergraduate/business/military-science-leadership/military-leadership-minor/>)
- Public Service Minor (<http://catalog.odu.edu/undergraduate/business/minors/public-service-minor/>)
- Real Estate Minor (<http://catalog.odu.edu/undergraduate/business/financial-management/real-estate-minor/>)
- Risk Management and Insurance Minor (<http://catalog.odu.edu/undergraduate/business/financial-management/risk-management-insurance-minor/>)
- Urban Community Minor (<http://catalog.odu.edu/undergraduate/business/minors/urban-community-minor/>)

## Certificate Program

- Entrepreneurship Certificate (<http://catalog.odu.edu/undergraduate/business/management/entrepreneurship-certificate/>)

## Army ROTC Program

- Military Leadership (<http://catalog.odu.edu/undergraduate/business/military-science-leadership/military-leadership-rotc/>)

## Centers and Institutes

The College has several external units that enhance and support the academic programs. These units, listed below, offer opportunities for faculty members and students to interact with representatives of business, industry and government regionally, nationally, and globally.

### Dragas Center for Economic Analysis and Policy

The primary objectives of the center are to conduct research and develop a knowledge base relating to regional issues concerning Hampton Roads. In addition, via its annual *State of the Region* report, the center provides a forum for analysis and discussions of vital issues relating to the region and its cities.

### Harvey Lindsay School of Real Estate

The Harvey Lindsay School of Real Estate at ODU embraces a comprehensive multi-disciplinary approach to real estate education. The faculty bring real-world experience to the classroom to engage students in a curriculum that will assist in developing the analytical and professional skills necessary for a career in real estate or economic development. Students enjoy access to research programs involving real-time development issues in the Hampton Roads community, as well as internship opportunities throughout the region and beyond.

### Hudgins Transitional Entrepreneurship Lab

The Lab has a three-pronged mission. The first goal is to develop entrepreneurship skill-sets among individuals in the following groups in the Hampton Roads community: veterans, individuals in economically-distressed communities, women, immigrants and refugees. In addition, the Lab will develop and disseminate research focused on entrepreneurship among transitional communities. Finally, the Lab will offer students an opportunity to work on projects and activities that are entrepreneurial and community-minded to drive economic development, particularly in disadvantaged communities, with priority given to the Greater Peninsula region.

### Insurance and Financial Services Center

The Insurance and Financial Services Center supports undergraduate and graduate curricula in the disciplines of professional financial planning and risk and insurance. In addition, it provides for active involvement with the Eastern Virginia financial services community as a placement, research, consultative, and resource agency. The center further supports educational programs and seminars for the profession including a professional development program for practitioners that leads to the designation of Professional Financial Planner (PFP).

## **Loyalty Science Lab**

The Loyalty Science Lab houses the Customer Analytics and Strategy Collaboratory (CASC). The goal is to bridge businesses and academia for collaborative inquiry and educational endeavors on turning customer data into actionable marketing strategy through advanced analytics. Faculty and student teams work with business partners to identify critical, long-standing marketing and customer challenges that research can help solve. Combining years of experience in retail, finance, travel and other sectors, we aim to create mutually beneficial relationships that help businesses answer their important questions, help our researchers do more relevant research, and help our students gain important learning experiences.

## **Strome Center for Entrepreneurship and Innovation**

The Strome Center for Entrepreneurship and Innovation aims to spur a vibrant entrepreneurship and innovation ecosystem among ODU's student population. Open to all students across all disciplines, the Center serves as a resource for those students wanting to start a venture as well as those students interested in learning about entrepreneurship and innovation.

## **Thurmond School of Professional Sales and Negotiations**

The core mission of the School is to provide negotiation, sales, and communication skills education. Specifically, the Thurmond School of Professional Sales and Negotiations serves four communities: (1) practitioners, (2) the local community, (3) ODU students and (4) academic scholars. The School is a boundary-spanning organization that engages in customized training sessions, hosts events, and provides research opportunities related to negotiation, sales, and communication skills. A core value of the School is to empower women and minorities through customized negotiation skills education.

## **E.V. Williams Center for Real Estate**

The mission of the E.V. Williams Center for Real Estate is to connect the multi-disciplinary analyses, innovative curriculum and research underway at Old Dominion University with students, industry and the public sector interested and engaged in the real estate and economic development communities. By hosting topical seminars on key development issues and working closely with real estate and economic development professionals, the E.V. Williams Center builds relationships throughout the community, to facilitate research, growth and development. The E.V. Williams Center publishes annual real estate market reviews on the office, industrial, retail, single family and multi-family real estate markets and sponsors the Hampton Roads Real Estate Market Review and Forecast.