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
- Economics
- Financial Management
- Information Systems and Technology
- Management
- Marketing
- Military Science and Leadership

Programs

Bachelor of Science in Business Administration Programs

- Accounting (BSBA)
- Business Analytics with a Major in Business Analytics and Intelligence (BSBA)
- Business Analytics with a Major in Business Analytics in Accounting (BSBA)
- Business Analytics with a Major in Business Analytics in Economics (BSBA)
- Business Analytics with a Major in Business Analytics in Finance (BSBA)
- Business Analytics with a Major in Business Analytics in Information Technology (BSBA)
- Business Analytics with a Major in Business Analytics in International Business (BSBA)
- Business Analytics with a Major in Business Analytics in Management (BSBA)
- Business Analytics with a Major in Business Analytics in Maritime and Supply Chain Management (BSBA)

• Economics (BSBA) (http://catalog.odu.edu/undergraduate/business/economics/economics-bsba/)


• Financial Management with a Major in Real Estate (BSBA) (http://catalog.odu.edu/undergraduate/business/financial-management/financial-management-real-estate-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 Enterprise Cybersecurity (BSBA) (http://catalog.odu.edu/undergraduate/business/information-systems-technology/information-systems-technology-enterprise-cybersecurity-bsba/)

• Information Systems and Technology-Application Development Major (BSBA) (http://catalog.odu.edu/undergraduate/business/information-systems-technology/information-systems-technology-application-development-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 International Business (BSBA) (http://catalog.odu.edu/undergraduate/business/management/management-international-business-bsba/)

• Maritime and Supply Chain Management with a Major in Maritime Management (BSBA) (http://catalog.odu.edu/undergraduate/business/maritime-supply-chain-management/maritime-supply-chain-management-maritime-bsba/)

• Maritime and Supply Chain Management with a Major in Supply Chain Management (BSBA) (http://catalog.odu.edu/undergraduate/business/maritime-supply-chain-management/maritime-supply-chain-management-supply-chain-bsba/)

• Marketing (BSBA) (http://catalog.odu.edu/undergraduate/business/marketing/marketing-bsba/)

• Marketing with a Major in Digital Marketing (BSBA) (http://catalog.odu.edu/undergraduate/business/marketing/marketing-digital-bsba/)

• Marketing with a Major in Marketing Analytics and Research (BSBA) (http://catalog.odu.edu/undergraduate/business/marketing/marketing-analytics-research-bsba/)

• Marketing 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/business-analytics/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)


• 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)


• 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)


• 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 real-world 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.

**Maritime Institute**

The institute provides a focal point for educational services and research programming that is responsive to the port and shipping-related needs of Hampton Roads, Virginia, and other port and shipping-related facilities in the world. Serving as a positive link with port-related business and public administration communities, the institute provides a catalyst for the delivery of education, training, research, and service programs in both the credit and non-credit arenas. The Maritime Institute also serves as a hub for applied education, training and research related to the development and management of transportation and storage systems, with ports serving as centers of internationally complex activities. Courses are available at the undergraduate and graduate levels and are listed in this Catalog and the Graduate Catalog. Professional, executive-level seminars, workshops, and short courses will also be offered.

**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.