

Strome College of Business

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

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www.odu.edu/business (<https://www.odu.edu/business/>)

Leadership team

Erika Marsillac, Dean
Yuping Liu-Thompkins, Associate Dean for Faculty Affairs and Research
Elko Klijn, Associate Dean for Academic Programs and Student Success
Martin Goossen, Associate Dean for Graduate Programs

Department chairs

Hong (Kim) Duong, School of Accountancy
Robert McNab, Department of Economics
Bruce Rubin, Department of Finance
Weiyong Zhang, Department of Information Technology and Decision Sciences
Shaomin Li, Department of Management
Chuanyi Tang, Department of Marketing
Daniel O'Donnell, Department of Military Science and Leadership
Bruce McDonald, School of Public Service

Overview of the college

Mission and vision

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.

About the college

Old Dominion University’s Strome College of Business has as its principal objective the preparation of problem-solving specialists who will enter the challenging world of business or 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. 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 offers Undergraduate, Master’s, and Doctoral degrees and non-degree certificates in the areas of accounting, business administration, business analytics, digital marketing, economics, entrepreneurship, finance, human resources, information technology, international business, management, marketing, non-profit management, personal finance, professional sales, public administration, public policy, real estate, and risk management and insurance. Many of the programs are offered on-campus and online.

The Strome College of Business belongs to the 6% of business schools accredited by the Association to Advance Collegiate Schools of Business International (AACSB). This accreditation applies to all business programs within the Strome College of Business. The programs housed in the School of Accountancy have been accredited separately through the AACSB’s accounting accreditation. The Master’s in Public Administration, housed in the School of Public Service, is accredited by the National Association of Schools of Public Affairs and Administration (NASPAA).

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.

Departments

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

Programs

Bachelor of Science in Business Administration Programs

- Accounting (BSBA) (<https://catalog.odu.edu/undergraduate/business/accounting/accounting-bsba/>)
- Economics (BSBA) (<https://catalog.odu.edu/undergraduate/business/economics/economics-bsba/>)
- Financial Management with a Major in Finance (BSBA) (<https://catalog.odu.edu/undergraduate/business/financial-management/financial-management-finance-bsba/>)
- Financial Management with a Major in Personal Financial Planning (BSBA) (<https://catalog.odu.edu/undergraduate/business/financial-management/financial-management-personal-financial-planning-bsba/>)
- Financial Management with a Major in Real Estate (BSBA) (<https://catalog.odu.edu/undergraduate/business/financial-management/financial-management-real-estate-bsba/>)
- Financial Management with a Major in Risk Management and Insurance (BSBA) (<https://catalog.odu.edu/undergraduate/business/financial-management/risk-management-insurance-bsba/>)
- Information Systems and Technology (BSBA) (<https://catalog.odu.edu/undergraduate/business/information-systems-technology/information-systems-technology-bsba/>)
- Information Systems and Technology with a Major in Business Analytics (BSBA) (<https://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) (<https://catalog.odu.edu/undergraduate/business/information-systems-technology/information-systems-technology-business-analytics-and-intelligence-bsba/>)
- Information Systems and Technology with a Major in Database Administration (BSBA) (<https://catalog.odu.edu/undergraduate/business/information-systems-technology/information-systems-technology-database-bsba/>)
- Information Systems and Technology with a Major in Network Engineering (BSBA) (<https://catalog.odu.edu/undergraduate/business/information-systems-technology/information-systems-technology-network-engineering-bsba/>)
- Management (BSBA) (<https://catalog.odu.edu/undergraduate/business/management/management-bsba/>)
- Management with a Major in Entrepreneurship (BSBA) (<https://catalog.odu.edu/undergraduate/business/management/entrepreneurship-bsba/>)
- Management with a Major in Human Resource Management (BSBA) (<https://catalog.odu.edu/undergraduate/business/management/management-human-resource-bsba/>)

- Management with a Major in International Business (BSBA) (<https://catalog.odu.edu/undergraduate/business/management/management-international-business-bsba/>)
- Marketing Management with a Major in Digital Marketing (BSBA) (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-digital-bsba/>)
- Marketing Management with a Major in Marketing (BSBA) (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-bsba/>)
- Marketing Management with a Major in Marketing Insights & Innovation (BSBA) (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-insights-innovation-bsba/>)
- Marketing Management with a Major in Professional Sales (BSBA) (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-professional-sales-bsba/>)

Certificate Program

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

Minors

- Accounting Minor (<https://catalog.odu.edu/undergraduate/business/accounting/accounting-minor/>)
- Business Administration Minor (<https://catalog.odu.edu/undergraduate/business/minors/business-administration-minor/>)
- Business Analytics Minor (<https://catalog.odu.edu/undergraduate/business/information-systems-technology/business-analytics-minor/>)
- Economics Minor (<https://catalog.odu.edu/undergraduate/business/economics/economics-minor/>)
- Entrepreneurship Minor (<https://catalog.odu.edu/undergraduate/business/management/entrepreneurship-minor/>)
- Financial Management Minor (<https://catalog.odu.edu/undergraduate/business/financial-management/financial-management-minor/>)
- Human Resource Management Minor (<https://catalog.odu.edu/undergraduate/business/management/human-resource-management-minor/>)
- Information Systems and Technology Minor (<https://catalog.odu.edu/undergraduate/business/information-systems-technology/information-systems-technology-minor/>)
- International Business Minor (<https://catalog.odu.edu/undergraduate/business/management/international-business-minor/>)
- Management Minor (<https://catalog.odu.edu/undergraduate/business/management/management-minor/>)
- Marketing Minor (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-minor/>)
- Marketing-Digital Marketing Minor (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-digital-marketing-minor/>)
- Marketing-Marketing Insights & Innovation Minor (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-insights-innovation-minor/>)
- Marketing-Professional Sales Minor (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-professional-sales-minor/>)
- Military Leadership Minor (<https://catalog.odu.edu/undergraduate/business/military-science-leadership/military-leadership-minor/>)
- Public Service Minor (<https://catalog.odu.edu/undergraduate/business/minors/public-service-minor/>)
- Real Estate Minor (<https://catalog.odu.edu/undergraduate/business/financial-management/real-estate-minor/>)
- Risk Management and Insurance Minor (<https://catalog.odu.edu/undergraduate/business/financial-management/risk-management-insurance-minor/>)
- Urban Community Minor (<https://catalog.odu.edu/undergraduate/business/minors/urban-community-minor/>)

Army ROTC Program

- Military Leadership (<https://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 Dragas Center for Economic Analysis and Policy 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. See ceapodu.com (<https://ceapodu.com/>) for more information.

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. See www.odu.edu/real-estate (<https://www.odu.edu/real-estate/>) for more information.

Hudgins Transitional Entrepreneurship Lab

The Hudgins Transitional Entrepreneurship Lab has a three-pronged mission. The first goal is to develop entrepreneurship skillsets 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. See www.odu.edu/hudgins (<https://www.odu.edu/hudgins/>) for more information.

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). See www.odu.edu/insurance-financial-services-center (<https://www.odu.edu/insurance-financial-services-center/>) for more information.

Jensen Communications Lab

The Jensen Communications Lab, made possible through a gift from George '70 and Linda '72 Jensen, provides an immersive, technology-rich laboratory and classroom setting for students to learn and develop tools to empower them in the workplace. This lab contains the latest communication technology so that students, no matter their field of business, can be successful.

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. See www.odu.edu/loyalty-science-lab (<https://www.odu.edu/loyalty-science-lab/>) for more information.

Lumsden Trading Room & Research Lab

The Gregory A. Lumsden Trading Room and Research Lab (LTR) at Old Dominion University is equipped with 24 state-of-the-art Bloomberg Terminals, making it one of the largest labs in the United States. The LTR is being used in cross-disciplinary studies and the expectation is that the entire campus will benefit from this exceptional resource. The LTR enhances the ability to integrate real-world data into classes, providing a great platform from which to ask questions and find answers. See www.odu.edu/lumsden-trading-room (<https://www.odu.edu/lumsden-trading-room/>) for more information.

Strome Entrepreneurial Center

The Strome Entrepreneurial Center 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. See www.odu.edu/strome (<https://www.odu.edu/strome/>) for more information.

Thurmond School of Professional Sales and Negotiations

The core mission of the Thurmond 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. See www.odu.edu/negotiations (<https://www.odu.edu/negotiations/>) for more information.

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. See www.odu.edu/evwilliams-center (<https://www.odu.edu/evwilliams-center/>) for more information.