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Changes at Virginia Tech and in higher education provide an opportunity for Pamplin to exceed its past achievements. The college must seize this opportunity to raise the aspirations and expectations of alumni, faculty, staff, and students.”

—Robert T. Sumichrast, Dean, Pamplin College of Business

Vision

Pamplin offers all students an individualized, world-class education, fosters personal growth, academic and professional success, and develops business leaders and citizens equipped to solve business problems.

History and Mission

The first bachelor’s degree in business at what would eventually become Virginia Tech was offered in 1925 and the first master’s degree in 1931. A school of business was established in 1961 with 28 faculty members and 823 students. Business became one of the colleges of the university in 1965.

The college was named for two alumni, Robert B. Pamplin and his son, Robert B. Pamplin Jr., in 1986 in recognition of their lifetime accomplishments, service to Virginia Tech and especially to its college of business, and their financial support. Robert B. Pamplin, who died in June 2009 at age 97, was the retired chairman of Georgia-Pacific. Robert B. Pamplin Jr. is chairman, president, and CEO of the R.B. Pamplin Corporation of Portland, Oregon. The Pamplins’ total gifts to the college exceed $25 million.

The college offers undergraduate and graduate programs in accounting and information systems, business information technology, finance, hospitality and tourism management, management, and marketing. The college’s degree programs, except for the master of information technology, are accredited by AACSB International — the Association to Advance Collegiate Schools of Business International. Pamplin and the College of Engineering jointly deliver the master of information technology program, which is accredited by the Southern Association of Colleges and Schools.

Pamplin emphasizes technology and analysis that improve business, entrepreneurship that leads to innovation and innovative companies, international opportunities for learning and research, and an inclusive, collaborative community.

The college established two centers in 2014-15. The Apex Systems Center for Innovation and Entrepreneurship seeks to support curricular programs across the university in educating students about entrepreneurship and involving them in entrepreneurship activities. The center also serves as a resource for outreach to the business community and supports faculty research related to entrepreneurship, technology commercialization, and new venture formation and growth.

The Center for Business Intelligence and Analytics serves as an interdisciplinary resource in this growing area to support faculty research both within the college and in cooperation with other units on campus as well as outreach to the business community and curricular initiatives for undergraduate and graduate students.

Diversity as a Core Value

The Pamplin Multicultural Diversity Committee is dedicated to creating a more diverse and inclusive community in the college. Recognizing that there is immeasurable value in creating a welcoming environment for students, faculty, and staff from diverse backgrounds, the committee encourages and supports a variety of diversity initiatives.

Undergraduate Programs Office Mission Statement

Pamplin Undergraduate Programs strives to foster its students’ academic and professional success as transformational global business leaders and citizens of the world through individualized academic advising, career relations and professional development services, and international education opportunities.

Pamplin Academic Advising Mission Statement

Pamplin academic advisors challenge students to actively explore opportunities, empower them to develop autonomy in making informed academic decisions, and equip them with tools and knowledge to design college experiences that fit their educational, professional, and personal goals.
Who Are You, Class of 2022?

Freshmen

You are one of the Pamplin freshman class of 911 students. The high school grade point average for your class is 3.99 and the average SAT is 1256. Among your class, 34 percent are Virginia Tech legacies. The male-female breakdown is 60 to 40 percent. Many of you are also participating in the Virginia Tech Corps of Cadets or an NCAA sport.

Virginia is home to 72 percent of you. The remaining 28 percent are out-of-state students from Arizona, California, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Washington, and West Virginia. You also represent many different countries, including Bolivia, Brazil, Canada, China, Ecuador, Greece, India, Jordan, Norway, Paraguay, South Africa, South Korea, Sri Lanka, Thailand, and the United Arab Emirates.

Transfer

At the time of creating this handbook, we have 200 transfer students coming to Pamplin for the 2018-19 academic year. The majority of students are joining us from the Virginia Community College System. The rest are coming from 4-year institutions in Virginia, as well as various other states and countries. Virginia is home to 91 percent of you. The male-female breakdown is 75 to 25 percent. Among your class, 28 percent are Virginia Tech legacies.

Academic Advising at Virginia Tech

Advising at Virginia Tech is a collaborative process between student and advisor, leading to the exchange of information that encourages the student to make responsible academic and career decisions. Students are encouraged to contact their advisors, either in person or via e-mail, at least once each semester. In addition to the following statements of responsibility for students and advisors, all students should read and complete the “Important Steps for Successful Pamplin Students.”

Statement of Student Responsibility

The student shares the responsibility for developing an advising partnership with the advisor. Over time, the partnership results in increased responsibility for students. This is achieved through the student:

- Communicating goals, needs, wants, and concerns to advisors in a respectful and sincere manner;
- Keeping abreast of their own academic progress and requirements related to their academic programs;
- Making, keeping, and being prepared for appointments with advisors;
- Informing the advisor of changes in plans and/or circumstances that might impact academic performance; and
- Bringing concerns regarding the quality of advising to the attention of the advisor.

Statement of Advisor Responsibility

The advisor shares the responsibility for developing an advising partnership with the student. This is achieved through the advisor:

- Communicating with the student and delivering individualized and accurate information in a professional and sincere manner;
- Being informed of and providing accurate information about current academic and departmental policies and procedures;
- Keeping appointments and being available for assistance;
- Providing appropriate referrals, contacts, and information; and
- Seeking out and taking advantage of opportunities for professional development.
Academic Advising in Pamplin

All Pamplin students are assigned an advisor in the Pamplin Undergraduate Programs Office, located in 1046 Pamplin Hall. Real Estate advising is located in 430B Bishop-Favrao Hall. Advisors are assigned prior to Orientation and advisor assignments can be viewed in Hokie SPA (see page 10 for more details on Hokie SPA). You will be with your assigned advisor throughout your time in Pamplin. Advisors assist students with planning the required course work, university and college policies, procedures and core requirements, exploring opportunities, and how to research career options and select a major which best fits their life goals.

Office hours are weekdays from 8 a.m. to 5 p.m. Students may drop in for answers to general questions and referrals or make an appointment with their advisor. The best and most preferred way to schedule an appointment is to use the online Pamplin Advising System (PAS). You may also call the Undergraduate Programs Office at 540-231-6602 to schedule an appointment.

On matters of exceptions to university policy, such as requesting an in-major course substitution or an exception to a deadline, students should consult with their advisor. The associate dean for undergraduate programs will make the final decision and the student will be notified via e-mail. Any requests for exceptions based on medical problems should be submitted to Schiffert Health Center or Cook Counseling Center, both located in McComas Hall. Decisions on medical requests are made by the Health Evaluating Committee.

Communication with Pamplin Students:

- Your #1 source for key information from the Pamplin Undergraduate Programs Office is our businfo@vt.edu (pronounced “biz info”) email. It's a short daily newsletter that will keep you well-informed on hot topics, such as academic dates and deadlines, career advice and opportunities, Pamplin scholarships, and study abroad opportunities. Be on the lookout for businfo around 10 a.m., Monday through Thursday.
- Your Pamplin academic advisor will also reach out to you via email, most commonly to share information about important meeting dates and to remind you about upcoming academic deadlines.
- Our Pamplin Career Services team will send career-related information via email, as well. Be on the lookout for their Career Connect email, usually sent on Sunday afternoons.
- Our International Programs team also sends out an email highlighting study abroad programs and other international activities. Check out the Pamplin Passport on Sunday afternoons.
- Announcements and notices are also posted in the advising section of the Undergraduate Programs’ website.

Important Steps for Successful Pamplin Students

1. Be sure to keep in contact with your advisor, at least once a semester either in person or by email. Always include your full name in communications with your advisor. You must use your vt.edu account, not a generic gmail or other account, to get personal information.
2. Read the e-mails from your advisor, career services, and businfo@vt.edu.
3. Research and select a major in business that best demonstrates your talents and values. Then, become familiar with the major check sheet.
4. Complete the university’s general education requirements (Pathways to General Education or Curriculum for Liberal Education).
5. Complete the lower division coursework by the time you have attempted 72-90 credits, in order to be in compliance with Policy 91 (see page 18).
6. Know the prerequisites before enrolling in any course.
7. Take all required courses for a letter grade (A through F). Only true free electives can be taken as P/F, unless the area course is only taught as P/F (e.g., FA 2004).
8. You should declare a major by the end of your sophomore year. You must declare a business major before accumulating 72 credit hours. However, it is preferable to declare a major by the end of 60 credit hours to be able to course request appropriate major courses.
9. Decide wisely how to use your free electives—you could earn a minor!
10. Attend the Business Horizons career fairs in September and January.
11. Develop a professional résumé with the assistance of Career and Professional Development, or the Pamplin Career Services team.
13. Keep up-to-date with Pamplin College of Business activities, such as the Distinguished Speakers series and the dean’s focus groups, by reading various sources of information (see Communication with Pamplin Students).
14. Apply for your degree in the first semester of your junior year.
15. Review an updated DARS (Degree Auditing Report System) in each of your last four semesters.
16. Complete 125 semester hours, including all major required courses (Real Estate requires 120 semester hours).
17. Achieve a 2.0 in-major GPA and a 2.0 overall GPA in order to graduate.
Go to Class

New students often hear that in college “you can skip class any time you want.” Not true! Boredom, lack of sleep, and being unprepared are frequent excuses for skipping classes. Overcoming or avoiding these habits your first year will help ensure success throughout your academic career. The faculty member’s attendance policy, if any, will be on the syllabus. Refer to the topic covering attendance in this handbook (page 8) for more details.

Learn the Campus

A campus tour does not provide the geographic knowledge necessary to get around at a major university. Explore the campus and learn where the departments and offices are located. Make sure to take the tour of Newman Library in the fall semester.

Be patient with yourself: There is nothing wrong with being confused initially.

Some students become upset when they realize they have not mastered all facets of collegiate life during their first term. Remember, college is a way of life. You will be learning to adjust to this new lifestyle every day, and it does take time. You will make some mistakes during your collegiate career. Please be assured that you are not doomed. When you realize or even just think you have made a mistake, set out to remove or correct it. If you are struggling in any way, academically or personally, seek help from your advisor. Ignoring the challenge will likely magnify it and create other problems.

Take Care of Yourself

Your health is now in your hands. Be sure to eat well, dress for the weather, and consider seriously the risks of smoking and consuming alcohol. Studies of Virginia Tech freshmen indicate that the more students smoked and drank alcohol, the lower their freshman grades. This correlation was true even when the effects of SAT scores and high school grades were removed.

Get To Know Your Professors

All professors have weekly office hours. Seek out professors after class or during their office hours. Professors can only help you if they know you are having trouble. You can also just introduce yourself to your professor and get to know him or her; this is especially helpful in larger classes. Sitting in the first few rows can be helpful in getting to know your professor, as well as helping you avoid distractions. Knowing your professor can make classes less
daunting. If you make the effort to get to know one professor every semester you are at Virginia Tech, then you will have eight professors who can write recommendation letters for jobs or for graduate school. More importantly, the relationships will make you feel more connected to Pamplin and Virginia Tech. You will find that members of the faculty are invaluable mentors for your academic and personal life.

**Keep Pace with the Prescribed Curriculum**

Sometimes freshmen need to drop a course after the start of the term. If possible, do not drop MATH 1524 or ACIS 1504 your first semester, as these courses are prerequisites for business course sequences. The lower-division business courses (ACIS 1504, 2115, 2116; BIT 2405, 2406; ECON 2005, 2006; and MATH 1524) require a C- or better and must be completed by the time you have 72 attempted credits, or you will violate Policy 91 and be dismissed from your business major. (Incoming freshmen enrolling with 18 credits or more, students transferring to Pamplin from another major at VT, or students transferring from another institution have until 90 attempted credits.) MGT 1104 and HTM/MGT 2314 are not included in Policy 91 but also require grades of C- or better. Complete some university general education requirements and free electives during your freshman and sophomore years. This is easy to do by following the curriculum and consulting your advisor.

Additionally, the college requires students to complete the upper-division core business courses (BIT 3414; FIN 3054 or 3074, 3104; MGT 3304, 4394, and MKTG 3104) with at least a C-. Be aware that you may only attempt a course a total of three times, whether at Virginia Tech, or taken elsewhere to transfer to Virginia Tech. Any enrollment in a course after the first week of the term counts as an attempt.

**Ignore rumors! Use Your Advisor for Advice**

Rumors of all types abound on campus. Almost all have an atom of truth, but most have an abundance of fiction. If you hear a statement that could affect your program, check with your advisor. Many people will interpret the rules and policies for you, but confirm them with the person who knows best—your advisor. Also, keep in mind that your friend or roommate may be in a different major, where the policies, procedures, and prescribed curriculum may differ.

**Learn To Communicate in the Classroom**

The only dumb questions are the ones not asked. If you do not know and do not understand something, chances are several of your peers do not understand either. Learning to ask questions is a skill you need to develop. You should also make a point to stop by and see your instructors during their office hours, which are times set aside for you.

**Know Your Academic Situation**

If you have questions or concerns about how you are doing in a class, go to the professor and discuss it. Waiting until after midterms or the last week of the term to find out how you are doing could result in a no-win situation. You should regularly check Canvas (if your professor uses this learning management system, and the majority do) for your grades. Not checking your grades is the first sign that there may be an academic issue. There are many resources to help you, if you find out about a problem soon enough. Your advisor can help you find the most appropriate resources. Make sure you check your grades before leaving at the end of each term. Keep yourself informed.

**Study in Groups**

Doing homework is important, but what really matters is doing it in a way that helps you understand the material. Students who study on their own and then discuss the work in groups of four to six understand the material better and feel more engaged in their classes.

**Budget Your Time; Taking Courses Is Your Full-Time Job**

Learn to balance the important areas of your life. This includes a social life, but you must learn to plan your study time properly. Taking a few minutes each day to make a schedule could save unnecessary anxiety at the end of the semester. Plan to give enough time to write that paper or study for that exam. Pulling an “all-nighter” will only lower your concentration level. The frequently heard statement, “I work best under pressure,” is often an excuse for those who really have no choice. A good rule of thumb to study for an exam is to take the number of chapters and add one to find out how many days you should study (e.g., a five-chapter test will require six days of studying).

**Phone or E-Mail Home Frequently**

Your family can prove to be your best support system. They want to know honestly and truthfully just how you are doing. If you want your parents to be able to speak to an advisor, they must know the passcode that you entered on the FERPA form in Hokie SPA, if you chose to do so. You may look up your FERPA passcode anytime on Hokie SPA.
Support Services

Many services are available on a university-wide basis. Advisors will be happy to provide details or help to make an appointment.

The Student Success Center (SSC), located in 110 Femoyer Hall, provides free academic support to students enrolled at Virginia Tech. Their programs include: 1) A seminar series on academic success to help students who want to improve academic skills, such as time management, test-taking, reading comprehension, and tutoring; 2) academic excellence programs targeting students who are already succeeding academically and simply want to enrich their educational experiences; and 3) tutoring programs and study-skills help for students who may be struggling in a course. For additional information, visit their website.

The Math Emporium is located in University City Mall. There are weekly help sessions with your professor, as well as one-on-one tutoring. There are staff in the Emporium, or Empo, who can offer basic help during operating hours. For more complex questions, there is one-on-one tutoring most evenings in the Empo help room. In addition, the SSC offers weekly group tutoring sessions. Visit the Empo website.

The Cook Counseling Center, located in McComas Hall, offers individual appointments with counselors as well as workshops on academic stress, exam preparation, memory improvement, study skills, test anxiety, and time management. To find out more about individual counseling or various workshops, visit the Cook Counseling Center website.

The Writing Center, located in Newman Library's second-floor Learning Commons, is a free, non-credit writing tutorial service for all students. Tutors do not proofread or correct papers, but they will offer one-on-one instruction on writing and how to make improvements. Visit the Writing Center website for additional information.

Student Organizations

Virginia Tech has more than 700 student organizations, including Pamplin's four academic honor societies, four co-educational business fraternities, and many other business organizations, often based on majors. Most Pamplin organizations sponsor career-related programs and provide students with the opportunity to meet fellow majors and other Pamplin students. These can be valuable learning experiences, especially for freshmen who are primarily in classes outside the college. A complete list of these organizations is available on the Undergraduate Programs website. Each organization has a bulletin board in Pamplin Hall listing its officers and upcoming programs. Students can find the organizations that best meet their interests and needs at the student organization showcase that is part of Hokie Hi Welcome activities at the beginning of the school year. Students can also check Gobbler Connect to find out the latest events happening on campus, as well as information on student organizations.

Attendance Policy

Class meetings are an integral part of most courses and the central component of many. Therefore, both faculty and students are expected to meet at all regularly scheduled times, except for cancellations announced on a university-wide basis by an appropriate authority. To find out if the university is closed or classes are canceled due to inclement weather, call 540-231-6668, check the Virginia Tech homepage, or check your VT Alerts.

On the first day of classes each semester, faculty are expected to provide students with a course syllabus, including course objectives, topical outlines, expected performance for which grades will be assigned, and the instructor's attendance policy, if any.

Contact your professor to let them know when you are unable to come to class. It is your responsibility to make arrangements as soon as possible for any work missed. In cases of prolonged medical absences, students should notify the Dean of Students’ Office, which will contact the student's academic dean and faculty. Relevant documentation will be required for the Dean of Students' office to provide a student with an absence verification form.

Semester Hour Enrollment

Minimum full-time enrollment for undergraduate students is 12 credit hours, excluding audits, for the fall and spring semesters, and five credit hours per summer session.

Students who wish to take more than 19 credits in a fall or spring semester, 6 credits during a winter session, or 9 credits in a summer term must complete an Overload Request form and submit it to the Undergraduate Programs Office, 1046 Pamplin Hall. Students with a minimum GPA of 3.0 may receive automatic overload approval to enroll in up to 21 hours for the fall and spring semesters. Students with less than a 3.0 GPA must obtain approval from the associate dean to take an overload. Students with an overall GPA below 2.0 are not eligible for an overload. Students on academic probation may enroll in no more than 16 hours during a regular semester.

Before dropping courses, students should make sure they are not required to maintain full-time enrollment to continue financial aid, health care insurance, NCAA eligibility, on-campus residency, international visa compliance, or scholarships. Students may not use Hokie SPA to drop all classes for a term. To drop all classes, students must complete a withdrawal/resignation form available at the office of the University Registrar in 250 Student Services Building, or on the Undergraduate Programs website.
Class Levels

Many forms that students complete while at Virginia Tech require the student to enter their academic class level—freshman, sophomore, junior, or senior. The following numerical classifications are used at Virginia Tech to indicate the academic class levels. Students are responsible for knowing their academic class level and will be asked for it on many occasions. You can find this information on your unofficial transcript on Hokie SPA. Hours listed are “earned hours,” not “attempted hours.”

- 10 = Freshman (less than 30 hours)
- 11 = Honors Program Freshman
- 20 = Sophomore (30-59 hours)
- 21 = Honors Program Sophomore
- 30 = Junior (60-89 hours)
- 31 = Honors Program Junior
- 36 = Junior enrolled in five-year undergraduate/master’s program
- 40 = Senior (90 or more hours)
- 41 = Honors Program Senior
- 45 = Dual-enrolled undergraduate/graduate
- 46 = Senior enrolled in five-year undergraduate/master’s program

Applying the “W” Policy (Late Course Withdrawal)

Students may withdraw from a maximum of three courses, regardless of credits, beyond the normal six-week drop deadline (see the calendar for 2018-19 drop deadlines) during their academic career at Virginia Tech, subject to the following guidelines:

1. Students must formally request to withdraw from a course and have their advisor’s signature. The last time to withdraw is no later than 5 p.m. on the last regular day of classes in the semester in which they are enrolled in the course, regardless of their academic performance up to the point of their request.
2. Courses for which students apply the “W” policy will appear on their transcripts with a “W,” rather than a grade and will not figure into the GPA.
3. Students’ decisions to invoke this policy are irrevocable and not appealable.
4. Withdrawals under this policy may not be employed to reduce or obviate any penalty accruing to students under the university’s honor system.
5. Before applying the “W” policy, students should check for consequences this may have on financial aid, international visas, NCAA regulations, scholarships, veteran/dependent benefits, or other items related to enrollment status.

6. “W” grade requests will not be processed if a student has a registration hold. Holds must be resolved by the “W” grade deadline in order for a request to be processed.

Repeat Course Policies

All Virginia Tech students may choose to repeat a course where a C- or less has been earned. Credit will only be earned once and both grades remain on the permanent records. Additionally, a student may only attempt a course three times. An attempt is any enrollment in a course after the last day to add courses.

Free Electives / Minors

Free electives are opportunities for students to choose courses from any department in the university, as long as they meet the requirements specified by an individual department. Electives present unlimited possibilities for tailoring a curriculum to fit interest, educational plans, and career goals. You can use your free electives to concentrate on completing courses for a minor. Most minors require 18 credits. In Pamplin, you may choose to minor in Business Leadership, Digital Marketing Strategy, Entrepreneurship-New Venture Growth, International Business, Professional Sales, or Real Estate. There are minors in many majors outside of Pamplin—just check with the department of interest. Students may also use free electives to help pursue a double major, select courses that complement their major, continue special interests or talents, or explore new areas.

Free electives are one of the many ways students can demonstrate their initiatives and interests. Speaking to faculty members, reading about the minors and majors, considering interests and career goals, and meeting with an academic advisor are all helpful ways to plan how to best use free electives.

Foreign Languages

Pamplin students are required to have completed at least two years of a foreign language to satisfy the university requirement. The language requirement may be met using courses from high school. If you plan to complete the requirement with college courses, be aware that the credits cannot count toward your required 125 degree credits (Real Estate students must complete 120 degree credits).

In this global economy, language skills are becoming more important. The Pamplin curriculum is designed to give students the opportunity to take foreign languages as free electives. Students may even complete foreign language minors. It is important for students wishing to pursue minors to work with their advisors to utilize their free electives and possibly some of the university general education requirements for the minor.
Hokie SPA

All Virginia Tech students create a PID (personal ID) after they accept their offer of admission. The PID is also the beginning of their “@vt.edu” e-mail address. The PID gives students access to Hokie SPA (Student Personal Access), the gateway into registration and schedules, grades, transcripts, advisor assignments, degree menus, student accounts, financial aid, housing and dining services, and personal information (such as FERPA passcodes, address, and phone numbers).

Registration

Registration at Virginia Tech occurs in multiple phases. First, a course request period (see below) of approximately seven days occurs at the midpoint of each semester for subsequent terms, currently in October for the spring semester and March for the fall semester. Summer is a bit different because the course request is from December to February. Once the request period closes, the Registrar's Office will process all of the requests from the university. Second, the Registrar's Office will provide you with your “actual” schedule, about 3-4 weeks after the request period closes. Third, a schedule adjustment period referred to as Drop/Add (see below) follows the arrival of your schedule. The Drop/Add period typically begins near the end of each semester. Virginia Tech also holds a winter session between fall and spring semesters. There is no course request period for winter session. Students can register for winter session courses beginning in early August. Dates for Drop/Add are listed under the dates and deadlines section of the Registrar's Office website.

Course Request

The first step in the course request process for Pamplin students is to meet with their assigned advisors. Appointment and walk-in times are posted at www.advising.pamplin.vt.edu and advisors will send e-mail notices to their advisees each semester.

Next, students plan their course selections by reviewing their major check sheets or the first/second year requirements.

Then, using the online Timetable of Classes, students select days and times for the courses they plan to take. A section identifier, referred to as a Course Reference Number (CRN), is used in the timetable. The first digit of the CRN represents the numeric code for the term: 9 = fall, 12 = winter, 1 = spring, 6 = First Summer, and 7 = Second Summer.

Finally, students input the CRNs into the course request screen in Hokie SPA. Course request opens at midnight on the first day of request and remains open until 11:59 p.m. on the last day of request. There is no priority given to requests entered on the first day of course request, nor is there a penalty for entering a request the final day of course request.

Course Request Results

The computer system will generate schedules for the entire university, not by college or major. Requests are filled first for students with special needs, then graduate students, and then undergraduate students. Undergraduate schedules are first filled for students with the most amount of credits and then those with the least amount of credits. Every attempt is made to honor the students' specific schedule requests.

Reasons students may not receive a requested course include: closed section (Full); conflict (requested course section is full and all other sections conflict with other courses in schedule); canceled (section of course has been withdrawn by department); restrictions (student does not qualify to register for course based on course restrictions); and enrolling in more credit hours than allowed.

Drop/Add

Once class schedules are available, students may make changes to them through Drop/Add. Students may not add or drop past the deadlines. (The 2018-19 deadlines are listed on the academic calendar.) Drop/Add for the fall semester runs through the end of the spring semester and opens again in early August. For the summer terms, Drop/Add is available from mid-March through the deadlines for adding and dropping courses. For the spring semester, Drop/Add will be available in early December and remain open through the deadlines for adding and dropping.

Holds

A student's registration record may be placed on hold for a variety of reasons and by a variety of offices. For example, Health Services may place a hold on a student's record for failure to submit immunization records. Student Accounts may place a hold for failure to pay fees; and colleges, for failure to declare a major or progress toward a degree. The hold will prohibit access to course request, Drop/Add, use of the “W” grade policy, and viewing class schedules. Students can check whether they have a hold in the “Your Student Account” section of Hokie SPA, where they can see the reason for the hold as well as whom they should contact to resolve the hold.
Grades

Students may access their semester grades from the transcript section of Hokie SPA the week after final exams. Grades are not mailed, unless the student makes a request to the Registrar’s Office.

Grading System

<table>
<thead>
<tr>
<th>Grade</th>
<th>Grade Points (per credit hour)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4.0</td>
</tr>
<tr>
<td>A-</td>
<td>3.7</td>
</tr>
<tr>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>B</td>
<td>3.0</td>
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<tr>
<td>B-</td>
<td>2.7</td>
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<tr>
<td>C+</td>
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Quality points may be obtained by multiplying grade points by the number of course credits. For example, an A- in a 3-credit course would result in 11.1 quality points (3.7 x 3 = 11.1).

AUD = Audit. Neither the grade nor credits accrue.

X = Continuing course. The student continues to complete requirements. Once completed, the grade will be changed from an “X” to a letter grade. The “X” grade is most commonly used during field studies in which a particular number of hours are required to complete the study.

Grade Options

All required courses (college, major, and university core requirements) must be taken for a letter grade (A-F). Only free electives may be taken on a Pass/Fail basis (P/F). If you are using your free electives to fulfill a double major or minor, you must take the courses for a letter grade.

The Pass/Fail grade option is available to all students who have attempted a minimum of 30 credit hours at Virginia Tech and have a minimum 2.0 overall GPA. Under the P/F grading system, a “P” is granted for earning a grade of “D” or better in the course. A grade of “D-” is considered a failing grade under the P/F option.

No more than 10 percent of the total required hours for graduation taken at Virginia Tech may be P/F. A student may take no more than two P/F courses per term, excluding courses taught as P/F only.

Once credit is received for courses taken as P/F, the course cannot be repeated under the A-F grade option. If a grade of “F” is received in a P/F course, it is included in the calculation of the GPA.

Students may audit courses other than laboratory and studio courses, if they have permission from their advisors and the instructors. Audited courses will not count toward degree requirements. Any course that was audited cannot be taken for a letter grade later. The last day to add or drop the audit option is the last day to add a course each semester.
Transferring Credit

Transfer Credit from Another Institution (United States)

You are required to complete a pre-authorization form, “Authorization to Take Courses Elsewhere,” prior to taking courses at another institution while currently a student at Virginia Tech.

If you are approved to take a course, you must earn at least a “C” in the course to earn transferrable credit. Only the credit transfers, not the grade. You cannot improve your GPA by taking courses from another institution.

You should consult the Transfer Equivalency Database (TED) on the Office of the University Registrar’s website. This database shows courses that have been accepted in the past; however, this is not a guarantee of acceptance. TED is only a guide. The authorization form and a syllabus are necessary to review the course for acceptance.

A student may take no more than 62 credits from Virginia Community College System schools or any other community college system outside of Virginia (Real Estate students may take no more than 60 credits). There is not a specified limit of credit accepted from four-year institutions. However, 25 percent of your degree credits must come from Virginia Tech. Finally, no more than 18 of your last 45 credits may be taken away from Virginia Tech.

Transfer Credit from Another Institution (International)

You are required to complete a pre-authorization form, “Course Equivalency Evaluation for International Programs,” if you intend to take classes abroad, prior to taking courses at an international institution while currently a student at Virginia Tech.

Please keep in mind that school systems outside of the U.S. use different grading systems. If you are approved to take a course, you must receive the equivalent of at least a “C” in the course to earn transferrable credit. Only the credit transfers, not the grade. You cannot improve your GPA by taking courses at another institution.

You will need to provide syllabi for review. This process usually takes up to four weeks. International credit can be difficult to obtain and may require several reviews of various courses before you have a viable set of courses to take for credit. You should start the process one semester to one year in advance of when you wish to study abroad.

Advanced Placement (AP) Credit

AP scores are received electronically from the College Board. Scores from May exams directed to Virginia Tech are received in July. Thereafter, scores are received weekly through August, then every 3-4 weeks. AP credit is viewable on Hokie SPA within three business days of Virginia Tech receiving the scores. If scores were not directed to the Office of the University Registrar at Virginia Tech (school code 5859), you may contact the College Board at 888-308-0013. A maximum of 38 hours may be awarded. You may check the AP credit guide for equivalencies. Make sure you use the guide for the year that you enter Virginia Tech, not when you took the tests or began taking courses at another institution (for transfer students). It is your responsibility to make sure your credits transfer.

International Baccalaureate (IB) Credit

IB transcripts are received electronically from International Baccalaureate (IBO). Transcripts from May are received at the end of July. Thereafter, transcripts are received monthly. IB credit is viewable on Hokie SPA within five business days of Virginia Tech receiving the scores. If scores were not directed to the Office of the University Registrar at Virginia Tech, please refer to the IBO website. Credit is awarded based on earning a certificate or a diploma.

With the IB Diploma, credit is awarded for Higher Level (HL) courses based on minimum scores shown in the HL Credit Table. Credit for only one Standard Level (SL) course is awarded, provided a minimum score of five is earned. In addition, credit is awarded for Theory of Knowledge with a grade of “C” or higher and Extended Essay with a grade of “C” or higher. A maximum of 38 hours may be awarded.

With the IB Certificate, credit is awarded for Higher Level (HL) courses based on minimum scores shown in the HL Credit Table. No credit is awarded for Standard Level (SL) courses. In addition, no credit is awarded for Theory of Knowledge or Extended Essay. A maximum of 30 hours may be awarded.

You may check the IB credit guide for equivalencies on the Registrar’s website. Make sure you use the guide for the year that you enter Virginia Tech, not when you took the tests or began taking courses at another institution (for transfer students). It is your responsibility to make sure your credits transfer.
University of Cambridge International Examinations

Virginia Tech will award transfer credit for certain Advanced Level examinations based upon receipt of an official Certifying Statement of Results. You may check the Cambridge credit guide for equivalencies on the Registrar’s website. Make sure you use the guide for the year that you enter Virginia Tech, not when you took the tests or began taking courses at another institution (for transfer students). It is your responsibility to make sure your credits transfer.

Graduation Requirements

All business majors within Pamplin currently require 125 semester hours, as well as a 2.0 overall GPA and a 2.0 in-major GPA (Real Estate requires 120 semester hours). Requirement check sheets by major are available on the University Registrar’s Office website. The final check sheets for the Class of 2022 will be available in the spring of 2020. Students should keep updated check sheets with their records.

In the first semester of the junior year, students should apply for their degree via Hokie SPA. After applying for their degree, students may easily view their Degree Audit Reports (DARS) on Hokie SPA. The DARS report includes all requirements in categories such as math, college core, university core, and major requirements. If students have completed the category, the DARS report will indicate a green checkmark. If not, an “IP” (in-progress) or a red “X” will be printed, along with the courses needed to complete that category’s requirements. Updated DARS reports may be requested at any time; however, it is recommended that students request one at least every semester and when majors or minors are changed or added.

Academic Eligibility (Warning, Probation, and Suspension)

Continued enrollment at Virginia Tech is a privilege that is granted as long as the student is making satisfactory progress toward a degree. The minimum standard for academic good standing is an overall GPA of 2.0.

Academic Warning

Students earning less than a 2.0 semester GPA, but with an overall GPA of 2.0 or higher, will be placed on academic warning without notation on the academic transcript. Students on academic warning will be required to meet with their advisor to discuss the issues that led to poor academic achievement.

Academic Probation

Academic probation is imposed when the overall GPA is less than 2.0. Performance will be reviewed at the end of each fall and spring semester. Refer to the Probation and Suspension Chart (located on Page 16) for a detailed view and explanation of the progression of probation to suspension.

A student on probation may take no more than 16 hours per semester. Students on probation are required to meet with an advisor prior to beginning a probationary semester to fill out and discuss the probation contract. Probationary students should reflect upon why they did not achieve academic success, the obstacles they faced, and the steps they will take to overcome these obstacles. Probationary students are expected to meet regularly with their advisor. Probationary students should also plan to take part in Academic Recovery Programs (through the SSC) or College Success Strategies (UNIV 1004), use tutoring services, and possibly use counseling services. See Support Services (located on page 8) for more details or consult your advisor.

The following formula assists in calculating the GPA needed for the current term to reach a 2.0 overall GPA. This calculation does not include P/F passed, transfer, AP, AS, IB, or CLEP credits.

2.0 (GPA hours + current hours) – quality credits

This formula can be used to calculate any GPA students wish to reach by replacing the 2.0 with the desired GPA. An online GPA calculator is available within the student access section of Hokie SPA.

You will want to build your GPA up as soon as possible. A GPA between 2.0 and 2.3 is in the danger zone! You can easily fall back below a 2.0 GPA with one or two poor grades.
To increase your chance of achieving good academic standing, you should follow these guidelines:

1. Schedule an appointment to see your academic advisor immediately to discuss your situation and turn in your probationary contract. Discuss with your advisor how to revise your class schedule by retaking required courses in which you have received a final grade below a “C-,” as well as taking some courses that will help boost your GPA.
2. Attend all scheduled classes regularly. If you absolutely must miss class, notify the professor and make up any missed work as soon as possible to avoid falling behind.
3. Enroll in no more than 16 credit hours per semester.
4. Avoid being late to class.
5. Complete assignments and projects in a timely manner.
6. Seek tutoring assistance and any other academic, career, and personal support services that will be helpful in attaining good academic standing. Consult your advisor for assistance on finding the right services for your needs.
7. Participate in one of the Academic Recovery Programs offered by the Student Success Center to assist you with self-assessment, time management, and study skills, or the College Success strategies class (UNIV 1004, a non-degree credit course).
8. Plan to have a 2.5 GPA or better in your probation semester.
9. Report any extenuating circumstances to your academic advisor if you anticipate that it might prevent you from achieving good academic standing at the end of the semester.
10. Meet weekly or as arranged with your academic advisor to provide updates on your progress.

Appealing Suspension

Students placed on first, second, or final academic suspension have the right to appeal each suspension to the University Academic Appeals Committee. The associate dean for undergraduate programs presents the Pamplin cases to the appeals committee. The appeal form is available on the Undergraduate Programs website. Students should discuss the appeals process with their advisor.
### Pathways to General Education

<table>
<thead>
<tr>
<th>Discourse: Met by ENGL 1105-1106/COMM 1015-1016</th>
<th># of credits</th>
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</thead>
<tbody>
<tr>
<td>Additional advanced writing or speaking course</td>
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<table>
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<tr>
<th>Critical Thinking in the Humanities</th>
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<tbody>
<tr>
<td><em>Reasoning in the Social Sciences: Met by ECON 2005-2006 (see business core below)</em></td>
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<table>
<thead>
<tr>
<th>Reasoning in the Natural Sciences</th>
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<tbody>
<tr>
<td><em>Quantitative and Computational Thinking: Met by MATH 1524 - BIT 2405</em></td>
</tr>
<tr>
<td><em>Applied/advanced courses: Met by BIT 2406 (see business core below)</em></td>
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<table>
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<tr>
<th>Critique and Practice in Design &amp; the Arts</th>
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<table>
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<tr>
<th>Critical Analysis of Identity and Equity in the U.S.</th>
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### Business Core

<table>
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<tr>
<th>Business Core (Continued)</th>
<th># of credits</th>
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<tbody>
<tr>
<td><em>ECON 2005-2006 Principles of Economics</em></td>
<td>3</td>
</tr>
<tr>
<td>HTM/MGT 2314 Introduction to International Business</td>
<td>3</td>
</tr>
<tr>
<td>BIT 3414 Operations and Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>FIN 3054 Legal and Ethical Environments in Business</td>
<td>3</td>
</tr>
<tr>
<td>FIN 3104 Introduction to Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3304 Management Theory and Leadership Practice</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3104 Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 4394 Strategic Management</td>
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</table>

<table>
<thead>
<tr>
<th>Additional Requirements</th>
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<tbody>
<tr>
<td>PSYC 1004 or SOC 1004 Introduction to Psychology or Sociology</td>
</tr>
<tr>
<td>Major-specific courses</td>
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<tr>
<td>Free electives</td>
</tr>
</tbody>
</table>

* Courses must be completed with a “C-” or better, to comply with Policy 91—see page 18 for detailed information.

**Note:** Transfer students will follow the Curriculum for Liberal Education instead of Pathways to General Education. Consult your academic advisor for more information.
Policy 91 – Progress Toward Degree

University Policy 91 outlines university-wide minimum criteria to determine if students are making satisfactory progress toward the completion of their degrees. Pamplin Undergraduate Programs and all Pamplin College of Business departments fully support this policy.

Specific expectations for satisfactory progress for Pamplin majors are outlined below:

- Each student must meet the minimum university-wide criteria as described in Policy 91 and summarized in the Undergraduate Course Catalog and Academic Policies.
- Additionally,
  - Students must be enrolled in a degree-granting program (may no longer be “business undecided”) prior to reaching 72 attempted credits.
  - Students must complete each of the following courses with a grade of C- or better by the time they have attempted 72 credit hours (90 attempted credit hours for transfer students or freshmen who enter with 18 or more hours of credit): ACIS 1504, MATH 1524, ACIS 2115-2116, BIT 2405-2406, and ECON 2005-2006; or accepted equivalents for any of these courses.
  - Students must earn a GPA of a 2.0 in the combination of the following courses: ACIS 1504, MATH 1524, ACIS 2115-2116, BIT 2405-2406, and ECON 2005-2006; or accepted equivalents for any of these courses.

Students that are identified as not making adequate progress towards their degrees will be notified of violation at 72+ attempted credits (90+ attempted credits for transfer students) and must comply with Policy 91 requirements within the next term of enrollment. Students that do not meet the conditions set forth will be required to change their major. Under special circumstances, a student may be eligible for an alternate plan for completing the Policy 91 requirements. A student will need to discuss his/her eligibility for an alternate plan with his/her assigned academic advisor.

Due to varying curriculum requirements, Real Estate students are not required to comply with Pamplin’s Policy 91.

This standard was reviewed and re-approved by the Pamplin Undergraduate Curriculum Committee in fall 2015.

Career and Professional Development

The staff at the Career and Professional Development Office, located in the Smith Career Center on the corner of Washington Street and West Campus Drive, conduct workshops on a variety of job search topics and bring hundreds of employers to campus to interview students for full-time employment, as well as internship and co-op experiences. They also assist students with writing résumés, interviewing skills, identifying internships and Cooperative Education (co-op) opportunities, and permanent employment opportunities. For more information on these topics and more, visit the Career and Professional Development website.

Career Services in Pamplin

The associate director of career services and employer relations, located in Pamplin Hall, serves as the primary contact between corporate recruiters and undergraduates. Additionally, the associate director is also the advisor for Business Horizons, the annual college career fair.

Business Horizons (BH), a student-run event, provides an opportunity to meet informally with business representatives from more than 160 companies and organizations. By attending BH, even a new student can get a better picture of what employers are looking for in candidates and what opportunities exist.

It has been said, “It’s a job to get a job.” Therefore, students need to take advantage of the resources at Virginia Tech to find out more about the business careers and the search process. There are programs throughout the academic year that offer students the opportunity to meet corporate recruiters and learn about the job market, hiring practices, internship and co-op opportunities, and employment. To gain the most from their Pamplin experience, students should start now to explore all that the college has to offer, beginning with the fall 2018 programs.

The associate director routinely sends emails to Pamplin students via the Pamplin Career Connect eNewsletter. Students are encouraged to read these emails, as they contain valuable information about upcoming career events and employer information sessions.

Career events are presented throughout the academic year on a variety of topics, ranging from employer events to polishing your résumé. Students will be notified of specific dates for each program through listserv messages.
What Employers Look For in Candidates

Work experience, leadership, and grades make up the three key factors in hiring. Relevant work experience, either through internships or co-op, is a vital factor influencing recruiters’ decisions. Recruiters look for candidates with problem-solving skills, the ability to work in diverse groups, and a drive to succeed and lead. Leadership ability is often the deciding factor, when all other applicants’ credentials are equal. When evaluating applicants, recruiters also look for a strong grade point average, often 3.0 or better.

Networking contacts accounted for the single biggest resource for students who have found permanent employment. Other equally viable sources of employment information are Career Services programs, on-campus interviews, and career fairs. Students often broaden their searches by calling on family, friends, colleagues, other students, former high school contacts, and employers, as well as using the Internet to aid in their career search and gain an understanding of various careers. Students are encouraged to make the most of their college years to gain experience and learn about career goals that are in line with their life goals.
Selecting a Major

Choosing a career path is not an easy decision and will require research on the part of the student. To start this research, students should explore information about the seven business majors (accounting and information systems, business information technology, finance, hospitality and tourism management, management, marketing, and real estate) at the Pamplin website. The career advisor for the major of interest is another resource. Some other suggestions are:

- Attend the Company Days in the Atrium to learn more about employment opportunities from various companies.
- Visit the Smith Career Center, on the corner of Washington Street and West Campus Drive.
- Attend the Business Horizons Career Fair in September and January.
- Join one of the major-related organizations.
- Meet with a member of the Pamplin Career Services team.

Change of Major

Virginia Tech allows students to change their major during the open change-major periods that occur three times a year (May, August, and January). Adding a second major is also done during these open periods. Students should use Hokie SPA and refer to the Undergraduate Programs website for additional information. New students to Virginia Tech or Pamplin must remain in their major for at least one full academic semester.

Majors in Pamplin College of Business

Accounting and Information Systems (ACIS)

The accounting and information systems major prepares students to be information-age professionals. Two options are available: 1) accounting and 2) information systems audit.

Accounting Option (ACCT)—The accounting option is a leading edge accounting and auditing program to prepare students for careers in the preparation, reporting, audit, analysis, and use of financial information. Graduates from the accounting option have started careers as accountants, auditors, chief financial officers, consultants, controllers, financial analyst, tax specialists, etc. This program provides basic education for careers in public accountancy (CPA) firms, large and small corporations, government agencies, or nonprofit organizations. The program prepares graduates to earn the CPA, CMA, and other professional accounting certification.

IS Audit Option (ISA)—The information systems audit option is an innovative systems program designed to prepare students for careers in assurance services (or auditing) and to add value to the financial reports of businesses and the information systems they use. This program is designed to prepare students for careers as information systems auditors and information systems professionals in enterprise risk-assurance services, computer risk-management services, and other systems assurance services in business, government, or nonprofit organizations. It prepares graduates to sit for the CPA, CISA, and other professional certifications.

Business Information Technology (BIT)

The Department of Business Information Technology offers an undergraduate major designed to provide our students with expertise in the development and use of computer systems and quantitative modeling techniques for solving business problems and making managerial decisions. Our students learn the necessary information technology (IT) and computing skills, plus quantitative and modeling techniques, to develop and implement sophisticated business-related computer systems. The degree program especially focuses on the practical application of computing to business problem-solving.

Students in this major learn quantitative techniques and models to apply to managerial problems, the computing skills necessary to implement these models, and a logical approach to managerial decision-making. Students are taught how to use the computer and a variety of analytic techniques in solving real-world problems. The curriculum provides training both for individuals interested in pursuing careers in business and for those interested in graduate or professional degrees. Students majoring in business information technology may choose one of two options, depending on their particular career objectives and interests.

Decision Support Systems Option (DSS)—The decision support systems option educates the student in the design, implementation, and use of computerized systems that support business managers in the decision-making process. A decision support system (DSS) is a computer system that typically encompasses mathematical models as well as informational databases and a user interface in order to provide recommended decisions to manager-users. A DSS differs from a traditional information system (IS) or management information system (MIS) in that it not only provides the user with information, databases or reports, as does an IS or MIS, but also provides answers to user queries, i.e., decisions, through its modeling component. In essence, a DSS is a computer system that helps managers make decisions.

Operations Supply Chain Management Option (OSM)—The operations and supply chain management (OSM) option is designed to teach our students how to manage operations in business and government. An operation is the process by which a company or organization converts raw materials, labor, and capital into a final product or
service. Decisions have to be made to establish work schedules, forecast demand, improve and maintain quality, ensure adequate inventory, transport and store products and materials, and order materials and parts. These all require operational decisions that can be made using the managerial techniques and computing technologies taught in the OSM option of our major.

Finance, Insurance, and Business Law (FIN)

A degree in finance provides training and specialization in all aspects of raising and allocating financial capital. Finance is a specialty that deals with the allocation of resources on the corporate, institutional, and personal levels. Financial management encompasses the sources and uses of funds in all sectors of the economy. This program gives students perspectives on decision-making problems in business, computer-based financial analysis, the institutional and legal structures of corporate finance and financial institutions, and the application of theoretical models.

Traditionally, three separate but related fields within finance are identified: 1) corporate finance, which focuses on the internal decisions of companies to raise funds and invest in corporate assets; 2) investments, which focuses on the purchase and sale of stocks and bonds or their derivatives by individuals or institutions; and 3) financial services, which focuses on the management and regulation of institutions, such as banks, and the role that financial institutions play in the economy. To provide a strong, broad-based foundation, the curriculum requires students to take courses in each of these areas. In addition, students take required elective courses in finance and accounting, allowing them to fulfill the requirements of their declared option.

Students can choose from the following finance options:

- Investment management and Chartered Financial Analyst (CFA)
- Corporate financial management
- Certified Financial Planner (CFP) certification and education
- Financial accounting
- Risk management and banking
- Financial technology and big data analytics
- Real Estate

Finance graduates have entered a wide range of finance careers, including corporate finance, financial planning, wealth management, commercial banking, investment banking, insurance, real estate, and consulting.

Traditional positions available to finance majors are:

- Controller
- Treasurer
- Financial analyst
- Credit analyst

Graduates in finance usually enter a brief training period upon joining a new organization, after which they move into an area of need and interest and develop practical expertise.

Hospitality and Tourism Management (HTM)

The HTM department consistently ranks as one of the top five programs worldwide. The undergraduate program in hospitality and tourism management prepares students for management positions in the hospitality and tourism industry, one of the world's largest industries. All students obtain hands-on experience through courses in hospitality marketing, financial management, computers, food and beverage, tourism management, and lodging operations management. Special emphasis is placed on developing analytical, decision-making, leadership, and communication skills.

Students with undergraduate degrees in HTM find a wide variety of positions open to them, including entry-level management positions in tourism, hotels, restaurants, and institutional food-service companies, as well as food-service positions in the public sector, secondary and post-secondary organizations, and managed services. Major employers that have recruited HTM graduates at Virginia Tech include Applebee’s, Aramark, Busch Gardens, Choice Hotels, Club Corporation of America, DoubleTree, Enterprise, Hilton, Houston’s, Hyatt, Marriott, Red Lobster, Ruby Tuesday, Starwood, Sodexo, US Airways, Walt Disney World, and Wyndham.

Management (MGT)

The management major prepares men and women to be effective managers capable of adding value in a wide range of organizations and business contexts in the global economy employing an entrepreneurial approach to business. The program emphasizes the development of versatile skills that are essential to achieve organizational goals: analytical problem-solving, communication skills, cross-functional thinking, leadership, ethical decision-making, and team work. The undergraduate management major offers options in Entrepreneurship, Innovation, and Technology Management (EIT) and Human Resource Management (MHR), and Management Consulting and Analysis (MCA).
Entrepreneurship, Innovation, and Technology Management (EIT)—
This option prepares students to take an entrepreneurial approach to building and enhancing organizations, from large firms to new startups. It is also suitable for students who intend to run their own businesses.

Human Resources Management (MHR)—The purpose of this option is to prepare general managers and human resource professionals with the knowledge and skills necessary to systematically manage people and human resource processes to achieve organizational objectives and improve effectiveness.

Management Consulting and Analysis (MCA)—This option prepares students with skills in strategy and management analysis for careers in management consulting and business analytics. The option prepares students for careers in a wide range of consulting disciplines, as well as general management.

Marketing (MKTG)
The undergraduate program in marketing management is designed to offer students a broad business education with an emphasis on professional training for careers in sales and marketing management in manufacturing firms, such as service industries as banking and healthcare, and non-profit organizations. Marketing grows out of the concept of exchange between buyers and sellers. Driven by the needs and wants of the consumer, marketing managers develop new products, assign effective price levels, create promotional strategies, and develop the best distribution plans to guarantee that products reach the final consumer. Marketing also plays a crucial role in managing the efficient flow of goods and services from business to business. Managing marketing is growing even more exciting, as technology and the Internet enable managers to stay in closer contact with their customers and better manage this relationship. In a quickly changing global marketplace, marketing is an essential function. Given the important role that marketing plays in ensuring our high standard of living, it is no wonder that our country is the leading exporter of marketing knowledge.

Within the marketing major, students can pursue more specialized skills in the rapidly growing area of digital and social media, which also involves additional skills in marketing analytics. A concentration in professional sales is also available. Selling skills are essential not only for students who will take positions in sales but also for students seeking careers in other areas of marketing, such as brand management and advertising. The ability to present and persuade is as essential to selling your ideas within the firm as it is to selling products and services to customers outside.

Virginia Tech marketing graduates pursue a range of careers. The majority of on-campus recruiters are seeking graduates for positions in industrial and consumer sales. Such experience is considered by many firms to be essential for developing expertise with the company’s product line and customers. These entry-level positions lead to career paths that include product management, sales management, advertising and promotional management, and logistics and supply chain management. Retailing firms also recruit marketing graduates who are interested in merchandising careers. The undergraduate major in marketing offers options in Digital Marketing Strategy (DMS) and Professional Sales (PRSL). Students can also pursue a marketing management degree with no option.

Digital Marketing Strategy (DMS)—This option provides students with the knowledge and skills to enter marketing and related fields with technical experience in Digital Product delivery and developing, analyzing, and enhancing firms’ products on the web, mobile and social networks.

Professional Sales (PRSL)—This option is designed to prepare students for careers in professional sales. According to a study by the Chally Group, nearly “66 percent of all college and university graduates will enter a sales career.” Furthermore, data shows that over 80 percent of all marketing graduates nationally will accept a sales position. So why not be prepared?

Real Estate (REAL)
The program in real estate offers a Bachelor of Science degree in Real Estate—providing an integrated, interdisciplinary degree. Real estate is integral to where one works, shops, lives, and recreates. Thus, Real Estate courses integrate the material students learn in disciplinary courses such as finance, law, and property management through experiential learning with the academic program. The integration occurs through a university-industry partnership where real estate professionals are actively involved in students’ education through guest lectures, mentoring experiences, and by providing internship opportunities.

In addition to learning about the broad field of real estate, students are encouraged to find their niche in the field. Students develop depth of knowledge in their selected area by adding a second major or completing a minor (with the approval of their academic advisor) that meets each student’s unique interests. Graduates are prepared to enter the Real Estate industry and make immediate professional contributions.
Minors in Pamplin College of Business

Checksheets for all Pamplin College of Business minors are available on the University Registrar’s Office website.

Business Minor

The Business minor is available to students enrolled in a degree-granting major outside the Pamplin College of Business (with the exception of Real Estate). Students pursuing this minor will complete 42 semester hours in ACIS, BIT, ECON, MKTG, MGT, and FIN courses. This minor will give students a foundation in all areas of business.

Business Leadership Minor

The business leadership minor is open to all Virginia Tech sophomores, juniors, and seniors with at least a 2.50 GPA in a minimum of 24 hours at Virginia Tech. The program provides students with content and experiential activities to serve as more effective leaders in their communities and professions. Each student participates in a leadership/service activity which enables them to explore different avenues of development. Leaders distinguish themselves in a highly competitive job market. The leadership minor consists of 18 hours of study, including nine hours of management courses, six hours of electives, and three hours of experiential activity.

Digital Marketing Strategy Minor

The minor in Digital Marketing Strategy enables students to acquire knowledge and skills online and in digital business and digital product delivery; developing, analyzing and enhancing a company’s presence on the web, mobile and social networks. Digital marketing encompasses many areas of application, including mobile marketing, internet marketing, e-commerce, and social media marketing. The demand for digital marketing skills has grown rapidly and has resulted in numerous career opportunities in the professional realm such as specialist, director, marketing, and coordinator. The minor consists of 21 hours of study.

Entrepreneurship-New Venture Growth Minor

The entrepreneurship-new venture growth minor is intended to focus on the knowledge and skills needed to create new ventures and lead their early growth. Students learn how to convert ideas into business successes, particularly in the context of engineering and science-based technology commercialization. The minor consists of 18 hours of study, as well as experiential learning.

International Business Minor and Study Abroad

The international business minor is open to all Pamplin College of Business sophomores, juniors, and seniors with at least a 2.00 GPA. The IB minor requires 18 semester hours, a foreign language requirement, and an international experience. Three of the required courses are international courses within the various fields of business. The required international experience may take the form of a study-abroad program, a non-credit internship, an international co-op assignment, work in a U.S. firm with an internationally oriented office, recent residency in a foreign country, international service learning experience, or employment in a global business-related institution. International Programs works with students to help them obtain international internships.

The Pamplin College of Business sponsors study-abroad programs during the fall, winter, spring, and summer. These programs have included trips to Africa, Australia, Austria, China, Dominican Republic, France, Germany, Italy, New Zealand, Peru, Scotland, and Switzerland. In addition to the Pamplin programs, students have participated in other international exchange and study-abroad programs around the world. Faculty from universities across the U.S. teach in these programs, including Pamplin faculty. Visit our International Programs website to see the many options available for study abroad.

Professional Sales Minor

Sales positions are critical to all firms and are expected to increase by as much as 25 percent over the next several years. This has created strong competition among employers to recruit the very best graduates. The professional sales minor is designed to prepare students to excel in this highly lucrative field. The focus of the program is to provide students with the communication, interpersonal, and presentation skills that are key to helping organizations build long-term customer relationships. These skills will be valuable not only to those pursuing sales careers but also to anyone aspiring to managerial positions—positions that involve presentation of plans and ideas, negotiation, and persuasion.

Real Estate Minor

The Real Estate minor allows students with a general interest in real estate to select a set of courses that will advance their knowledge of the industry. The minor requires 19 semester hours.
2-Factor Authentication
Virginia Tech’s high-security method of logging on to systems that utilizes a secondary confirmation of identity, using a physical device such as a cell phone.

Academic Warning
Earning a term GPA below 2.0 while maintaining an overall GPA of 2.0 or above.

APEX Systems Center for Innovation and Entrepreneurship (CIE)
Center within Pamplin that offers a wide variety of programs and opportunities, including the Innovate Living-Learning Community, to engage students in the entrepreneurship and innovation process. For more information, visit their website.

Atrium
Open space in the center of Pamplin Hall that has seating, tables and television information boards. It is a great location to study and many different events are held throughout the year in this space.

Bursar’s Office
Office that handles tuition and fees, student accounts, billing, and reimbursement. Located in suite 150 of the Student Services Building.

Business Horizons
Semi-annual job fair held in September and January. A great opportunity for students to connect with employers to discuss internship and job opportunities.

BusInfo
Email newsletter sent Monday through Thursday to Pamplin students. Students should read this newsletter everyday to stay informed of important dates, policies, messages, and more.

Canvas
Virginia Tech’s primary online system for course management. Students can find grades, assignments, etc., for each course. Students will be able to see assignments and due dates, find resources for the course, and important deadlines. (canvas.vt.edu)

Center for Business Intelligence and Analytics (CBIA)
Center within Pamplin that provides curricular initiatives and programming for students interested in business intelligence and analytics. Additional information is available at the CBIA website.

Checksheets
Official document listing all the requirements for earning a degree in a specific major. Checksheets are available on the Registrar’s website.

Co-requisite
A course that must be taken before or at the same time as another course. Co-requisite information is listed in the course catalog and timetable.

Course Request
The first step in the course registration process. A week is designated during each semester for students to request classes via Hokie SPA for the upcoming semester.

Course Withdrawal/W grade
After the course drop deadline has passed, students may use a W grade to remove themselves from a course in which they are enrolled. A W grade may be used for a maximum of three courses during the college career. Courses with a W grade will appear on the final transcript, but will not impact the GPA. Deadline to apply is on the last day of classes for a term. Students must meet with their advisor in order to use a W grade. W grades requests cannot be processed, if a student has a registration hold.

Credit Hour
A unit of measure for college courses. Courses vary in their number of credit hours because they vary in the amount of intellectual effort required. Academic progress is measured by the number of credit hours earned. Up to 30 credit hours is freshman standing, 31 to 59 credit hours is sophomore standing, 60 to 89 credit hours is junior standing, and 90 and beyond is senior standing.

Dean of Students Office
Office that works with students who miss class due to health reasons, death in their family, or family emergency and also provides support for students and families in crises or challenging situations. Located in suite 109, East Eggleston Hall.

Degree Audit Reporting System (DARS)
Reporting tool available in Hokie SPA that shows requirements that have been completed towards the degree and remaining requirements that must be fulfilled in order for a student to complete their degree.

Drop/Add
Open period for making course schedule adjustments. During this time, students may drop
or add a class to their schedule via Hokie SPA.

**Express Advising**
Brief walk-in advising sessions during peak times of the term (course request period, drop deadline, withdrawal deadline, etc.). These appointments are for quick questions and course selections.

**Federal Educational Rights and Privacy Act (FERPA)**
Federal law that deals with the release and access to a student’s educational records. The law requires that students give authorization to the university prior to release of any academic record information (grades, class schedule, etc.) to a third party, including parents. Students may complete an online form in Hokie SPA to provide access to parents or guardians.

**Force-Add**
The procedure that allows students to enroll in classes that are already full or that have restrictions which the students do not meet. Students should contact the department offering the course for force-add procedures. Completing a request does not guarantee a seat in the course. Pamplin departments offer online force-add request forms on each department’s website. Advisors are not able to force-add students to courses.

**Free Application for Federal Student Aid (FAFSA)**
Students must complete this application each year in order to apply for financial aid (grants, loans, scholarships, work study, etc.) through Virginia Tech. Pamplin need-based scholarships require completion of the FAFSA. Virginia Tech’s priority FAFSA deadline is January 15. Additional information about financial aid and the FAFSA can be found from the [Office of University Scholarships and Financial Aid](http://example.com) located in suite 200, Student Services Building.

**Free Elective**
Courses taken, outside of major and CLE requirements, that help a student meet the minimum credit hours required for graduation.

**Grade Point Average (GPA)**
A method of measuring academic achievement in which classes are assigned a specific number of points, depending on the grade earned. To learn more about calculating a GPA, see page 12.

**Hokie Passport**
Official identification card for Virginia Tech. The card is connected to a student’s dining plan and Hokie Passport Account and is used for building access, Blacksburg Transit bus access, and proof of identification for Pamplin advising appointments, classrooms and
Hokie SPA (Student Personal Access)
An online portal where students can take care of a lot of different university business such as course registration, transcript requests, and address updates. Students can also view their schedules, financial aid information, and bills through this portal.

Hold
A hold may be placed on a student’s record to deny access to course registration or the course schedule. Holds may be placed for unpaid parking fees, past due tuition, student conduct violations, academic ineligibility, etc. Only the department that placed the hold can remove the hold. Students can check their registration status in Hokie SPA to determine if they have any holds.

Late Drop
Students who have extenuating circumstances may be able to request to drop a class after the drop deadline for the term. The student must complete and submit a form to the Pamplin Undergraduate Programs Office and the associate dean for undergraduate programs must approve the request.

Office Hours
Designated times that a professor sets aside to allow students to ask questions and get help outside of the classroom. Check the course syllabus or course website for office hours information.

One-on-One Advising
A 30-minute scheduled appointment for in-depth conversations with a student’s assigned Pamplin advisor for questions regarding study abroad, double majors, minors, 4-year planning, etc.

PID
The unique personal identifier that allows students to access online university services for which they have access. An associated password is also required.

Pamplin Advising System (PAS)
Advising software used by Pamplin advisors and students. Students may view their advisor’s appointment availability and schedule an appointment at www.advising.pamplin.vt.edu.

Pamplin Undergraduate Mentoring Program (PUMP)
Program that assists incoming students with their college transition by providing positive academic, professional, and social environments outside of the classroom. PUMP Peer Mentors are selected and trained to offer academic advice and guidance to new students.

Pathways to General Education
The general education program at Virginia Tech that exposes every student to a wide range of disciplines across the university. The Pathways curriculum requires a total of 45 credits to fulfill the seven core concepts and both integrative concepts. Students might pursue a minor or an alternative Pathway as means of completing a portion of the requirements.

Peer Advising
Advising offered outside of regular business hours by peer (student) advisors. Peer advising is typically offered Mondays and Tuesdays between 4:30pm - 6:00pm.

Policy 91
University Policy 91 outlines university-wide minimum criteria to ensure students are making satisfactory progress towards the completion of their degrees. Pamplin has additional requirements for students meeting the policy (see page 18).

Pre-requisite
A course that must be successfully completed before a student can enroll in another course. Pre-requisite courses contain knowledge and skills needed to be successful in another course. Many pre-requisite courses require a specific grade be earned.

Probation
A student whose overall GPA falls below 2.0 at the end of spring or fall term is placed on academic probation. If a student fails to raise their overall GPA to a 2.0 in the next term (spring or fall), the student is placed on 1st academic suspension. If a student has a term GPA of 2.5 in the next term (spring or fall), the student will continue on academic probation until the overall GPA is raised to a 2.0.

Resignation/Withdrawal
The act of officially ending enrollment in all of a student’s registered courses during a current or future term. To resign/withdraw, a student must submit a form for processing. If a student resigns before the first day of classes, no dean’s signature is required. After the first day, the student must meet with his/her academic advisor and obtain a signature from the associate dean for undergraduate programs. By completing the form, a student is resigning from the term, not the University as a whole.

University Registrar’s Office
Located in suite 250 of the Student Services Building, the Registrar’s Office handles many different issues and provides a range of services including maintenance of academic records, providing official transcripts, certifying enrollment status, name change requests, updates to
date of birth and gender status, determining residency status for tuition, processing graduation applications, and more. Their website provides information about registration, calendars, catalogs, and other important topics.

**Suspension**
If a student is placed on academic suspension, his/her overall GPA for two terms (fall/spring) is below a 2.0. First suspension is a separation from the university for one semester. Second suspension is for one academic year. A student placed on third suspension is permanently dismissed from Virginia Tech. A student can also be placed on suspension by the university for certain behaviors that are not appropriate or are of a violent nature.

**Syllabus**
A document provided by a professor which includes information about the purpose of the course, expected learning outcomes, requirements for the course, how the course will be graded, assignments, tests, and usually includes instructors office hours and contact information. Distributed during the first week of class or available on Canvas.

**Timetable of Classes**
An interactive database accessed through Hokie SPA that contains the course offered for current and future terms. Lists all information pertinent to the course for the semester, including times offered, pre-requisites, instructor, and course restrictions.

**Transfer Guide**
A course equivalency database to help guide students wanting to take courses elsewhere to transfer back to Virginia Tech, or to help students who are interested in transferring to Virginia Tech. Requests to transfer credit to Virginia Tech must be reviewed by the Pamplin Undergraduate Programs Office.

**Transcript**
The official record of your coursework at Virginia Tech. Copies are provided by the University Registrar’s Office and can be requested via Hokie SPA.

**Walk-In Advising**
20-minute advising appointments on a first come, first served basis. Appointments are typically held on Wednesdays from 1:00p.m. to 4:00p.m. and at other designated special times.