



**GARY E. WEST**  
**COLLEGE OF BUSINESS**  
**WEST LIBERTY UNIVERSITY**

**Master's in Business Administration  
And Graduate  
Certificate  
Handbook  
Fall 2019**



# Opening & General Information

## Welcome to West Liberty University

Welcome! We are honored you have chosen WLU MBA program or Graduate Certificate Program for your educational goals! We have created the Student Handbook to:

- Provide you with an introduction to the University
- Support you as you get started in your program and help address questions
- Provide you pertinent information about your course structure
- Inform you of policies and how they impact you
- Offer a listing of offices/services available to support you and your academic pursuit

It is imperative you take the time to review this handbook, the catalog, and any other resources associated with your program of study to become informed of expectations. WLU makes every attempt to remain flexible, however, rules and penalties will not be waived or exceptions granted just because someone is unaware of specific policies or procedures.

In addition to this handbook, West Liberty's webpage (<http://westliberty.edu>) also provides up to date information about the University, courses and procedures that you will find invaluable.

As a West Liberty University graduate student, you will have access to experienced and accomplished professors, rich course content, and relevant library resources. Our online program delivery format provides the ability to work when and where you are able with full access to all course materials, truly providing anytime, anywhere learning which gives you the edge in completing your master's degree online.

## Background and History

West Liberty University is a forward-looking, public university steeped in a rich heritage as West Virginia's oldest institution of higher education. Established as West Liberty Academy in 1837 (26 years before the state was admitted to the Union), it was created to respond to the need for higher educational opportunities west of the Appalachian ridge. The institution is named for the town in which it is located. West Liberty was so named in the late 18th Century as the westernmost point of the new liberty provided through the Declaration of Independence.

## Mission

To provide our students the opportunity for a high quality undergraduate, graduate, and professional education through appropriate formats and venues.

## **University Catalog**

The WLU catalog is the authoritative source for information. The catalog is found online (<http://www.westliberty.edu/registrar/west-liberty-university-bulletin/>).

## **Nondiscrimination and Equal Opportunity**

West Liberty University is an Equal Opportunity-Affirmative Action institution. In compliance with Title VII of the Civil Rights Act, West Virginia Human Rights Act, Title IX (Educational Amendments of 1972), Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act, and other applicable laws and regulations, the institution provides equal opportunity to all prospective and current members of the student body, faculty, and staff on the basis of individual qualifications and merit without regard to race, sex, religion, age, national origin, disability, or veterans status as identified and defined by law. The institution neither affiliates knowingly with, nor grants recognition to, any individual, group or organization having policies that discriminate on the basis of race, color, age, religion, sex, sexual orientation, national origin, disability, or veteran's status as defined by applicable laws and regulations. Inquiries concerning the application of the above statement should be addressed to: Human Resources/Affirmative Action Officer, West Liberty University, 208 University Drive, College Union Box 131, West Liberty, WV 26074; Phone: 304.336.8029.

## **Campus Security and Emergency Procedures**

Campus Safety officers enforce state, local and college rules and regulations governing underage drinking, the use of controlled substances, weapons, and all other incidents requiring police assistance. They are also responsible for public safety services, such as crime reports, medical emergencies, fire emergencies, and traffic accidents. Monthly reports are reported to the West Virginia State Police, who are consistent with the Uniform Crime Reporting (UCR) systems.

**TopperNet** is used to notify the campus community in the event of an emergency.

1. Go to: <https://www.getrave.com/login/westliberty>. Click on "Join Now."
2. Complete the information on the "Create Account" page, agree to the Terms of Service, and click "Next."
3. A confirmation screen will appear, explaining that Rave has sent you an e-mail. Go to your e-mail account and click the link.
4. When you click the link, a 4-digit code will be sent to your phone. A screen will open on your computer asking you to type in that code.
5. This will take you to your main account screen. You're finished!

# Getting Started

## COMPUTER REQUIREMENTS

### Learning Management System Technology Requirements:

Your experience is important to us. In order to ensure you can access everything you need to be successful, it's important your computer meets the minimum requirements listed below:

- PC Windows 7 (or newer) or Mac OS
- Most tablets, iPads and smart phones\*
- Any current browser such as Chrome, Firefox, Safari or IE10
- Flash Player (<https://helpx.adobe.com/flash-player.html>)
- Acrobat Reader (<https://get.adobe.com/reader/>)
- 512 MB of RAM (1 GB or more preferred)
- Broadband connection (courses may include video content)
- Video display capable of high-color 16-bit display
- A soundcard and speakers or headphones
- Current anti-virus software that is kept up-to-date
- Web camera
- Microphone
- Microsoft Office is the standard office productivity software used by faculty, students, and staff. LibreOffice (<https://www.libreoffice.org/download/libreoffice-fresh/>) is a free alternative that may be used. You may request a free Microsoft 365 account by contacting the WLU IT Services help desk (email: [helpdesk@westliberty.edu](mailto:helpdesk@westliberty.edu))

\* While students may view course assignments and view and complete discussion board posts via tablets and smartphones, a desktop or laptop computer is necessary in order to fully access and complete course requirements.

## TECHNOLOGY PLATFORMS

West Liberty University utilizes and provides the following platforms for all courses:

**SAKAI** – WLU's online learning management system (LMS) that allows students to access their courses and interact with other students and faculty.

**LiveText** – WLU's electronic portfolio system, which allows students to upload, store, and share their work. LiveText also allows faculty to provide feedback and readily evaluate each student's work. Student must purchase account.

**TurnItIn** – A plagiarism detection system, which reviews student papers and publications to ensure that students maintain academic integrity.

**WINS** – Student Portal-- Access unofficial transcripts, view grades, make payments, and update personal/profile information.

The West Liberty University Information Network System (WINS) serves as the on-line student self service center. Students complete course registration, access grades, and view transcripts on-line via WINS. Student account information and financial aid

information can also be viewed in WINS. Students can access WINS by clicking on the WINS icon from the WLU web site (<http://westliberty.edu/wins>). To log in, students use their BANNER/Student ID as the USER ID and their **six-digit** birth date (mmddyy) as their PIN. After initially logging into WINS, students are required to change their PIN. **The Enrollment Services Center should be contacted for assistance in accessing WINS.**

WLU is excited to welcome its new students. In order to ensure students are prepared to excel in their classes; six key things are helpful to get started at West Liberty University and the online MBA program:

**(1) Access your WINS account** (<http://westliberty.edu/wins> ) using your WLU nine (9) character ID. If this is your first access, your first password is your mmddyy date of birth without the first two digits (i.e.19). Contact Enrollment Services if you are unable to access your account: Telephone: (304)336-8007  
E-mail: [WLUREG1@westliberty.edu](mailto:WLUREG1@westliberty.edu)

**NOTE:** The WINS, EMAIL and SAKAI accounts are related but each has a separate password. Changing one of the three passwords does NOT change the other two.

**(2) Look at your current course registrations and schedule.** If you have questions or concerns, contact the Program Director at: [MBA@westliberty.edu](mailto:MBA@westliberty.edu)

**(3) Pay tuition.** Tuition is due the Friday before the first day of your classes. To ensure access, please pay this prior to the deadline. Lack of payment prior to the start of each term could result in lack of access to courses. Students who may receive reimbursement of their tuition costs must also satisfy these payment requirements to avoid losing access to their coursework and being administratively withdrawn for nonpayment.

**(4) Access your WLU email account (Gmail)** at <http://westliberty.edu/gmail> If this is your first access your email address SHOULD be first initial, middle initial, last name @westliberty.edu – for example for John Thomas Smith: JTSMITH@westliberty.edu Your email address is not case sensitive. Your initial password should be your mmddyyy date of birth (include the first two digits of your birth year, i.e. 19). At the first login you will be prompted to change your password.

Contact IT Services for assistance using the online request form at: <https://xewluprod.wvnet.edu/wluprod/f?p=127:1:17459428094892>

Please read the **Email Policy** (<http://www.westliberty.edu/it/student-technology-serv/email-policy/> )

**NOTE:** your WLU email will be the account used for billing, course communications, and other important communications from the university.

**(5) Access your SAKAI account** (<http://sakai.westliberty.edu>) using your WLU ID (9 character) for the user name and your mmddyy (6 digits, no first two digits of your birth year, i.e. 19) date of birth for your initial password.

After logging in, you may change your password by using the ACCOUNT, MANAGE from the left menu on your MY WORKSPACE page.

For assistance with SAKAI Contact the Office of E-Learning by using the Sakai Help form at: <https://xewluprod.wvnet.edu/wluprod/f?p=135:1:13360808460822>

**(6) Textbooks and Syllabi** - Read the syllabus when emailed to you by the instructor. Be prepared for the course by getting the textbook or other required materials BEFORE the course starts.

**Course sites for the upcoming term will NOT APPEAR IN SAKAI until the Saturday before the term begins.**

## **ACADEMIC CALENDAR AND IMPORTANT DATES**

The standard WLU Academic Calendar for 2019-20 is available online:

<https://westliberty.edu/registrar/academic-calendar/>

It's important to know that term start dates for the MBA program will vary from the standard academic calendar.

Each term is seven (7) weeks in length and terms run year-round.

Term start dates for 2019-2020 are:

Fall 2019	Term 1: August 26	Term 2: October 21*
Spring 2020	Term 1: January 13	Term 2: March 16
Summer 2020	Term 1: May 11	Term 2: June 29

The last day to **enroll** in an MBA course is the **Wednesday of the first week** of classes. (**NOTE:** *Students enrolling in MBA courses must be registered into course sections by the Program Director or advisor.*)

The last day to **withdraw** ("W") from an MBA course is the Friday of the **fifth week**. The last day to withdraw ("WP/WF") from an MBA course is the Friday of the **sixth week**.

\*Classes in the 2<sup>nd</sup> term of fall are 8 weeks long, but Thanksgiving week is an off so there are only 7 weeks of actual class

# West Liberty University Policies & Procedures

## **CREDIT HOUR POLICY**

West Liberty University assigns and awards credit hours conforming to commonly accepted practices in higher education. The school employs the Federal Credit Hour Definition in the assignment and awarding of credit hours as stated in the following policy:

At WLU a credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than: one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester. at least an equivalent amount of work as required in paragraph (1) of this definition for other activities as established by an institution, including laboratory work, internships, practicum, studio work, and other academic work leading toward to the award of credit hours.

The basic credit hour is defined as at least 15 hours of lecture, discussion, seminar, or colloquium as well as 30 hours of student preparation, homework, studying, and application.

All of the coursework in WLU's Masters in Business Administration program is done asynchronously over the Internet, facilitated by qualified faculty.

## **WITHDRAWAL FROM COURSES**

A student who officially withdraws from a course by the end of the class day marking the two-thirds point of the semester or summer term shall receive a grade of "W". A grade of "WP" is given if a student officially withdraws from a course any time after the two-thirds point and before the last scheduled class meeting, including the final examination, providing he or she is passing the course at the time of withdrawal. A "WF" will be given if a student officially withdraws any time after the two-thirds point and before the last scheduled class meeting, including the final examination, if he or she is failing the course at the time of withdrawal. A student who does not officially withdraw from a course shall receive a grade of "FIW," indicating failure because of improper withdrawal. Grades of "WF" and "FIW" are computed as "F" for grade-point average.

Students can drop courses in WINS until the last date to enroll for the respective semester.

If you withdraw from a class, any tuition refunds are given in accordance with current WLU policy as noted in the University Catalog (**2019-20**). For seven-week classes the following applies:

- During the first week – 90% refund
- During the second week – 70% refund
- During the third week – 50% refund
- Beginning the fourth week – no refund



## **Dropping an Online Course**

- Please send an email to that MBA Program Director via his/her WLU email [MBA@westliberty.edu](mailto:MBA@westliberty.edu). You may find that information in the course syllabus or at <http://westliberty.edu/directory>
- Also cc: Mitchell Moon - [mmoon@westliberty.edu](mailto:mmoon@westliberty.edu) on the same email. Mitchell will process the drop but the faculty member MUST be included/notified.
- In the email include your full name and your WLU ID (@000.... etc.)
- State the fact you wish to drop the ONLINE course, ABC-123-00 fall 2019 - or -- whatever, and **effective today**.

**Week 1:** You will be unregistered from this course. The course will not appear on the transcript nor will you be charged for the course.

**Week 2-5:** You will be dropped from the course and receive a “W” on your transcript.

**After Week 5:** Students requesting to drop a course after the drop period ends are not eligible to receive a “W” in the course. You would remain enrolled and receive a grade in the course. Refunds will be issued in accordance to the Refund Policy.

## **Repeating a Course**

If you must or desire to repeat a course, both grades will appear on your transcript.

## **WITHDRAWAL FROM THE UNIVERSITY**

Students who find it necessary to withdraw from the university during the course of a semester or summer term must complete the official withdrawal procedure. The necessary forms may be obtained from the Enrollment Services Center. The Enrollment Services Center will review the form with the student. The withdrawal is not official until these forms are received and processed by the Enrollment Services Center.

Students who leave the university without officially withdrawing will receive failing grades (“FIW”) in all courses for which they are enrolled. The final grade in each course will be determined by each instructor in accordance with the institutional grading policy.

## **POLICY REGARDING STUDENTS CALLED TO ACTIVE MILITARY SERVICE**

As a result of a national military emergency, university students may be among the military reservists called to active duty. While there are federal regulations in effect which impose certain obligations on employers with respect to employees in active military service, these laws have not been extended to students called for active military service. Consequently, the following procedure is to be used in those instances wherein students from West Liberty University are called to active military service and can provide to university officials a copy of their official orders.

When a student is notified to report for active military service, the student should contact each of his or her individual instructors and inform them of the situation. It is then the responsibility of the instructor to determine an appropriate grade for the student. If the student has made sufficient progress and the instructor feels that sufficient material has been covered to warrant a final grade in the course, the instructor should issue a grade

of “incomplete.” Due to potential variables involved, there may be other arrangement that could be expedited and this will be left to the discretion of the faculty member. In all situations, care should be taken to ensure that credit earned by a student in a class, up to the point of the student’s leaving for military service, be granted to the student or preserved for a future grade determination.

If a student is required to withdraw from classes before a letter grade or an incomplete can be given, a 100% refund of tuition and fees will be issued. Tuition and fees will be charged only for those courses for which a letter grade or an incomplete is given. The unused portion of room and board payments will be refunded.

### **ACADEMIC DISHONESTY POLICY**

Academic Dishonesty, in whatever form, belies the stated philosophy of West Liberty University “to promote the development of the intellectual, cultural, social, physical, emotional, moral, and vocational capacities of all persons within its sphere of influence.” Individuals who commit acts of academic dishonesty violate the principles, which support the search for knowledge and truth. The academic community has established appropriate penalties and disciplinary action for such behavior. For full information on types of academic dishonesty, penalties, appeals, and procedures related to academic dishonesty, please review the University Catalog.

### **GRADE APPEAL PROCEDURE/POLICY**

A student who wishes to appeal or question a final grade in a course must first contact the faculty member who assigned the grade within fifteen (15) class days of the semester following the semester for which the grade was issued. The student must arrange one or more informal conferences with the professor/instructor to attempt to resolve the conflict before a formal appeal is initiated. The grade appeal must be based on a faculty member’s alleged capriciousness, prejudice, or arbitrariness. The professional competence of the faculty member will not be an issue. For procedural information on the grade appeal process please review the University Catalog.

### **APPROPRIATE COMPUTER USE**

The Appropriate Use Policy (AUP) is designed to establish acceptable use of computer and information systems as well as to protect our students, faculty, and staff. As good net citizens, we encourage all users to use electronic communications in a manner respectful to others.

### **PERFORMANCE**

Users must take precaution that their actions and the computers they own or are assigned to them for use do not negatively affect the WLU computer network. You must properly maintain your systems by having up-to-date anti- virus protection and performing operating system patches.

### **INTELLECTUAL PROPERTY**

You are expected to use software and electronic materials in accordance with copyright and licensing restrictions. You may not use WLU networks, equipment, or software to violate the copyright terms of any license agreement.

## **GOOGLE**

WLU and Google have partnered to provide Google Gmail, Calendar, Contacts, Drive, Groups, Sites, Talk, and Video to all applicable WLU users. Use of these services are governed by the contract between Google and WLU. Google's Privacy Policy is available for review at

<http://www.google.com/intl/en/policies/privacy>.

## **SHARED RESOURCES**

Tying up network resources for illegally downloading or sharing music, software and files, sending harassing email, sending large volumes of mail, etc. are not appropriate use of WLU network resources. The bandwidth demands of this usage can be excessive.

## **GENERAL**

Attempting to impersonate any person, using forged headers or other identifying information is prohibited. Activities which adversely affect the ability of other people or systems are prohibited. Attempts, whether successful or not, to gain access to any computer system, or user's data, without consent is prohibited.

## **WEB HOSTING**

WLU will not host web sites which involve illegal activities such as the illegal transfer or use of copyrighted materials or any fraudulent solicitation. WLU will not host web sites of an offensive nature such as ones of pornography, gambling, extreme violence, racial or ethnic hatred. WLU reserves the right to protect its systems and its users by not hosting sites that would be deemed generally offensive and be likely to provoke responses such as Denial-of-Services attacks upon its servers or systems.

## **FINANCIAL**

Re-selling service without express written consent from WLU is prohibited. Offering any public information service, such as running a web server or FTP server is also prohibited without express written consent from Information Technology Services (ITS). Using programs to defeat system timers limiting inactivity is prohibited.

## **PRIVACY**

It may be necessary for ITS employees to examine system logs and other records to resolve system problems. WLU reserves the right to access an account's mailbox to resolve system problems or mail system errors.

In addition, WLU will cooperate with the appropriate legal authorities in investigating claims of illegal activity, including but not limited to illegal transfer or use of copyrighted material, postings, or email containing threats of violence, or other illegal activity.

WLU makes no guarantee and assumes no liability for the security of any data on

any server including “secure servers.”

Our users are reminded that no computer system should be considered safe from intrusion. Email may pass through many computer systems, and should not be considered a secure means of communication unless it is encrypted. Even then, information is only as secure as the encryption method.

### **RATIONALE**

This document provides a general understanding of WLU’s policy on the Appropriate Use of WLU’s information technology services. Common sense and judgment are a necessary part of any system of rules, and this Appropriate Use Policy (AUP) is no exception. Of course, flagrant or repeated violations of the policy are viewed in a very different light than minor infractions.

Protection of our customers and our resources, the ability to provide quality service to our customers, conformance with existing law, and the protection of our reputation as a service provider are all contributing factors to decisions on AUP violations.

If a WLU account is used to violate the AUP, various action may be taken including, but not limited to the following:

- suspension or revocation of computing privileges
- reimbursement to WLU for resources consumed
- other legal action including action to recover damages
- referral to law enforcement authorities

Computer users will be referred as follows: Students will be referred to the Judicial Coordinator and Instructor/College Dean

Please see the current **West Liberty University Catalog** for additional information about specific institutional policies and procedures.

(<http://westliberty.edu/registrar/west-liberty-university-bulletin/>)

# The Gary E. West College of Business

## Masters in Business Administration and Graduate Certificate Program

### GENERAL INFORMATION (from the WLU Catalog)

#### Master of Business Administration

West Liberty University offers a 100% online, 30 credit-hour Masters in Business Administration (MBA) degree for individuals who wish to advance their professional knowledge and skills in business. The MBA is a year-round, accelerated program with a prescribed sequence of courses offered in seven-week terms. The MBA degree includes core business courses with a choice of concentration in either Management, Accounting, or Healthcare Management.

Depending on the student's preference or needs, the program may be completed in as little as 12 months by taking two courses per seven-week term or at a slower pace in one year and eight months by taking a single course each seven-week term. A student must be formally admitted to the program before taking any courses in the MBA program.

#### Graduate Certificate Program

West Liberty University offers a 100% online, 15 credit-hour Graduate Certificate in Healthcare Management program for individuals who wish to advance their professional knowledge and skills in the healthcare business. The graduate certificate program is available as a year-round, accelerated program with a prescribed sequence of courses offered in seven-week terms.

Depending on the student's preference or needs and scheduling of classes, the program may be completed in as little as 6 months by taking one course in one seven-week term then two courses in two seven-week terms or at a slower pace in ten months by taking a single course each seven-week term. A student must be formally admitted to the program before taking any graduate courses in the program.

For admission to WLU's MBA or Graduate Certificate program, the following requirements must be met.

A bachelor's degree, in any field, from a regionally accredited institution with a minimum 2.5 overall undergraduate grade point average  
International students must provide evidence of English language proficiency. Proof of proficiency may be provided by one of the following:

- The Test of English as a Foreign Language (TOEFL) Minimum acceptable scores 595 (paper test), 195 (computer based test) or 70 (internet test) for graduate study or
- Michigan English Language Assessment Battery (MELAB) – The minimum

acceptable score is 82% for graduate study or

- A minimum score of 6.5 on the International English Language Testing System (ELTS) for graduate study.

Prior to full admission and enrollment in courses, students must take the Inbound Placement Exam\*. Applicants with identified deficiencies in one or more foundational business area are required to complete the associated online leveling/tutorial module(s)\*. All required modules must be completed successfully prior to enrolling in courses.

(\*additional information is provided as part of the program application form)

Applicants with an undergraduate degree and an overall GPA below the minimum 2.5 may be considered for provisional admission into the MBA program at the discretion of the MBA Program Director. These students must meet all other requirements prior to starting coursework. A student admitted under provisional status must achieve a grade of "B" or higher in each of the initial 12 credits of the program to continue.

All Graduate students must maintain a minimum cumulative grade-point average of 3.0 and adhere to the WLU Code of Conduct as well as all policies of the WCOB.

**West Liberty University Master's in Business Administration Curriculum  
Management Concentration**

***Required Core:***

GBUS 501 MBA Orientation	0
ACC 550 Managerial Accounting Decision Analysis	3
CIS 530 Information Technology Management	3
ECON 520 Global Economics	3
FIN 540 Finance Management & Theory	3
GBUS 525 Social Responsibility & Business Ethics	3
MGT 545 Strategic Human Resource Management	3
MKT 535 Integrative Marketing Management	3

***Concentration – Management***

MGT 560 Public and Non-Profit Management	3
MGT 565 Value Chain Management	3
MGT 590 Strategic Management Capstone	3

**Total Hours     30**

**West Liberty University Master's in Business Administration Curriculum  
Accounting Concentration**

***Required Core:***

GBUS 501 MBA Orientation	0
ECON 520 Global Economics	3
CIS 530 Information Technology Management	3
MGT 545 Strategic Human Resource Management	3
MKT 535 Integrative Marketing Management	3
MGT 590 Strategic Management Capstone	3
GBUS 525 Social Responsibility and Business Ethics	3

***Concentration – Accounting***

ACC 561 Auditing & Forensic Accounting	3
ACC 562 Detection and Prevention of Fraudulent Financial Statements	3
ACC 563 Interview Techniques / Legal Aspects of Fraud	3
ACC 564 Investigating with Computers	3

**Total Hours     30**



**West Liberty University Master's in Business Administration Curriculum  
Healthcare Management Concentration**

***Required Core:***

GBUS 501 MBA Orientation	0
ECON 520 Global Economics	3
CIS 530 Information Technology Management	3
MGT 545 Strategic Human Resource Management	3
MKT 535 Integrative Marketing Management	3
MGT 590 Strategic Management Capstone	3

***Concentration – Healthcare Management***

GBUS 570 Healthcare Law and Ethics	3
ACC 570 Healthcare Accounting and Cost Analysis	3
FIN 570 Healthcare Finance and Revenue Cycle	3
ECON 570 Healthcare Economic Analysis	3
CIS 570 Healthcare Information System Management	3

**Total Hours    30**

**West Liberty University Graduate Certificate  
in Healthcare Management Curriculum**

***Required Classes – Healthcare Management Certificate***

GBUS 570 Healthcare Law and Ethics	3
ACC 570 Healthcare Accounting and Cost Analysis	3
FIN 570 Healthcare Finance and Revenue Cycle	3
ECON 570 Healthcare Economic Analysis	3
CIS 570 Healthcare Information System Management	3
<b>Total Hours</b>	<b>15</b>

**West Liberty University**  
**Master's in Business Administration (MBA) Program Intended Outcomes (PIOs)**

The West College of Business is committed to continually improving its programs. To that end, the WCOB engages in a systematic collection of learning data called assessment to ensure that the program's learning outcomes are being achieved. In master's-level programs, knowledge of the key content areas and functional disciplines of business is assumed. Graduates of master's-level programs should acquire a depth of knowledge in these areas that exceeds that of the typical bachelor's degree graduate.

The intended student learning outcomes for the MBA program are:

- PIO 1. Recognize problems
- PIO 2. Integrate theory and practice for the purpose of strategic analysis
- PIO 3. Employ and apply quantitative techniques and methods in the analysis of real-world business situations
- PIO 4. Communicate to relevant audiences; graduates should be able to:
  - a. Compose clear, consistent, and effective written forms of communication
  - b. Compose and present effective oral business presentations
- PIO 5. Work effectively with a team of colleagues on diverse projects
- PIO 6. Identify and analyze the ethical obligations and responsibilities of business

<b>MBA Program Learning Outcomes Management</b>						
<b>Course Title</b>	<b>PIO 1</b>	<b>PIO 2</b>	<b>PIO 3</b>	<b>PIO 4</b>	<b>PIO 5</b>	<b>PIO 6</b>
<b>MBA Program Core Courses</b>						
<b>GBUS 525</b> Social Responsibility & Business Ethics						
<b>CIS 530</b> Information Technology Management						
<b>ECON 520</b> Global Economics						

<b>ACC 550</b> Managerial Accounting Decision Analysis	P		P			
<b>FIN 540</b> Finance Management & Theory		P	P	P		
<b>MKT 535</b> Integrated Marketing		P		P	P	
<b>MGT 545</b> Strategic Human Resource Management	P					P
<b>Management Concentration</b>						
<b>MGT 565</b> Value Chain Management	P		P			
<b>MGT 560</b> Public & Non Profit Management						P
<b>MGT 599</b> Strategic Management – Capstone	A	A	A	A	A	A

(I) – Introduced      (P) – Practiced      (A) – Reinforced/Assessed

**NOTE:**

Rubrics for the assessment of the Program Outcomes are located at the end of this document

<b>MBA Program Learning Outcomes Accounting</b>						
<b>Course Title</b>	<b>PIO 1</b>	<b>PIO 2</b>	<b>PIO 3</b>	<b>PIO 4</b>	<b>PIO 5</b>	<b>PIO 6</b>
<b>MBA Program Core Courses</b>						
<b>GBUS 525</b> Social Responsibility & Business Ethics				I		I
<b>CIS 530</b> Information Technology Management	I		I			
<b>ECON 520</b> Global Economics		I			I	
<b>MKT 535</b> Integrated Marketing		P		P	P	
<b>MGT 545</b> Strategic Human Resource						
<b>MGT 599</b> Strategic Management – Capstone	P A		A A	A A	A A	P A
<b>Accounting Concentration</b>						
<b>ACC 561</b> Auditing & Forensic Accounting	P		P			
<b>ACC 562</b> Detection and Prevention of Fraudulent Financial Statements	P		P			
<b>ACC 563</b> Interview Techniques/Legal Aspects of Fraud			P P	P		

<b>ACC 564</b> Investigating with Computers						P
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(I) – Introduced      (P) – Practiced      (A) – Reinforced/Assessed

**NOTE:**

Rubrics for the assessment of the Program Outcomes are located at the end of this document

<b>MBA Program Learning Outcomes Healthcare Management</b>						
<b>Course Title</b>	<b>PIO 1</b>	<b>PIO 2</b>	<b>PIO 3</b>	<b>PIO 4</b>	<b>PIO 5</b>	<b>PIO 6</b>
<b>MBA Program Core Courses</b>						
<b>CIS 530</b> Information Technology Management						
<b>ECON 520</b> Global Economics						

<b>FIN 540</b> Finance Management & Theory		P	P	P		
<b>MKT 535</b> Integrated Marketing		P		P	P	
<b>MGT 545</b> Strategic Human Resource Management	P					P
<b>MGT 599</b> Strategic Management – Capstone	A	A	A	A	A	A
<b>Healthcare Management Concentration</b>						
<b>FIN 570</b> Healthcare Finance and Revenue Cycle		P	P	P		
<b>GBUS 570</b> Healthcare Law and Ethics				I		I
<b>ACC 570</b> Healthcare Accounting and Cost Analysis	P		P			
<b>ECON 570</b> Healthcare Economic Analysis	P		P			
<b>CIS 570</b> Healthcare Information Technology Management						P

(I) – Introduced      (P) – Practiced      (A) – Reinforced/Assessed

**NOTE:**

Rubrics for the assessment of the Program Outcomes are located at the end of this document

## GENERAL COURSE & PROGRAM INFORMATION

### PROFESSORS/FACULTY

West Liberty University West College of Business Master's in Business Administration program has dedicated professors committed to your success. We are proud of our distinguished faculty. Below you will find what you can expect of your professors.

#### The primary role of your course professor is to:

- Ensure high quality delivery of course content.
- Contribute to the academic learning environment through the sharing of professional knowledge and experiences.
- Respond to all student requests for information or clarification of course content within 48 hours, typically within 24 hours or less.
- Provide feedback regarding student performance as measured by progress monitors, quizzes, forum posts, assignments and exams.

#### Course professors contribute to your success by:

- Facilitating a safe and comfortable learning environment for students
- Sharing supplementary course content, professional insight, application assignment tips, and exam preparation guidance
- Participating in each week's online threaded discussions
- Responding to all student inquiries
- Designing just-in-time instruction as needed to further guide student learning or capitalize on significant current events
- Monitoring completion of assignments and assessments
- Grading application assignments
- Contacting students who have not turned in assignments or assessments
- Clarifying course content

### ASSIGNMENT/COURSE COMPONENTS

It's important to familiarize yourself with SAKAI, WLU's LMS early in the process. An online **SAKAI 12 Student Guide**

[https://sakai.screenstepslive.com/s/sakai\\_help/m/68426](https://sakai.screenstepslive.com/s/sakai_help/m/68426) is available to help answer your questions. For additional SAKAI questions, specific to the MBA program, please contact: Kristin McCombs -- [kristin.mccombs@westliberty](mailto:kristin.mccombs@westliberty)

The analysis and application assignments are major performance assessments in all courses. The assignments are research-based, practical, and relevant projects to apply immediately in your current or future work setting.



## **KEY ASSESSMENTS**

Each course includes one or more assignment identified as a Key Assessment. Each is aligned with one or more Program Outcome and serves as a milestone in your progress. As a Key Assessment, the identified assignment may move through a number of steps that culminate in submission in both the course and submission to the **LiveText** portfolio as exemplary work.

Typically, the key assessment receives a grade in the course for purposes of grade calculation and additional review using a program rubric in **LiveText**.

Rubrics for the assessment of the Program Outcomes are located at the end of this document.

## **FORUMS/DISCUSSION BOARDS**

The course forums or discussion board promotes collaboration and debate among students and course professors. The discussion typically revolves around open-ended prompts and questions designed to stimulate interest, promote critical thinking, and invite differing viewpoints. Asynchronously, you address these “prompt” questions, comment on peers’ answers, and respond to peers’ new questions.

\*Please note: If you are idle for an extended period of time (about 45 minutes or more), the web-based LMS platform may automatically log you out of your course. The program recommends you draft all discussion posts in a word processing program such as Microsoft Word to save your work. Preparing your post in this manner also allows you to spell check your work before you post and saves a copy of your work for future reference. You may then copy and paste your discussion post into the discussion board.

### **Frequency of Posts**

To ensure a meaningful exchange, students are expected to post at least one original thread (300+ words) and two responses (200+ words each) to peers per week. The rubric for grading the discussion boards focuses primarily on the quality of your discussion posts, although it is important to complete the required number of posts.

In all courses, the first post to any forum topic is due by 11pm on Tuesday or Wednesday (posted in course). Your follow up responses/replies to other students are due by Friday, 11pm.

Your instructor will provide feedback to your initial post by Friday. You are expected to respond to the feedback as indicated (100+ words, answer instructor questions, revise, etc.) before 11pm Sunday.

### **How to write an effective a discussion board post:**

When posting...

- Stay on topic. Do not digress or diverge.
- Enhance the quality of the professional discussion by introducing resources, sharing experiences, or expanding beyond the content already provided.

- Consider what is useful in the information being shared and how it is similar to and different from your own knowledge base and experiences.
- Be respectful of others' ideas and comments.
- Choose words carefully, and consider how other readers might interpret them.
- Proofread your response before posting.
- Reference all your readings, outside sources, and other course resources in APA format.
- Use a professional tone as this is a scholarly exchange. Other boards, such as the Coffee Chat, are available for more informal and personal sharing.

### **The FAQs Forum**

The FAQs forum/discussion board is designed as a place where you can ask procedural questions and get answers from other students or the professor. This is an open forum; personal questions should be sent via email. It is accessible under FORUMS or LESSONS/MODULES.

### **The Coffee Chat Area**

The Coffee Chat area is designed as a place where you can connect informally to share information that may or may not be directly related to course content. This is a more "social" area. It is also accessible in the FORUM or in the START HERE module.

## FORUM EXPECTATIONS

For each of your courses you will have one or more forum (discussion board) postings to complete. These are formal assignments and should be treated as such. Proper grammar, spelling, and composition conventions are expected. **Your initial post(s) are due by Tuesday or Wednesday 11pm each week.**

Typically, your post should be approximately 300-400 words. The expectation is you address all aspects of the forum prompt. In your writing, you should include information that goes beyond what is given in the text or other course sites. When doing so, you should include formatted appropriate citations for the additional information you've drawn into the response. The citations should be in APA format.

After your initial posting, you are expected to respond or reply to at least two other classmates' postings. You will do this by using the [reply] found to the right of the posting. When writing, consider if you agree or disagree and then include why. What other considerations or questions are relevant? Your response/reply postings should be substantive and carry the discussion forward with new thoughts or information. A typical response/post should be at least 200+ words and contain at least one (1) APA formatted appropriate citation for the additional information you've drawn into the response. **These posts are due by Friday 11pm.**

Your instructor will provide feedback on your initial posting. Please read what is written. In some cases, you will be asked to add more information or revise. If this is the case, typical response/post should be at least 100+ words and contain at least one (1) APA formatted appropriate citation for the additional information you've drawn into the response. **Your response or revision is due by Sunday 11pm.** To do this, please use the [reply] to the posting made by the instructor.

## MBA: FORUM/DISCUSSION BOARD RUBRIC (10 points)

Criteria	2 - Target	1 - Acceptable	0 - Unacceptable
<b>Initial Assignment Posting</b> (2 pts. max )	Posts well developed assignment that fully addresses and develops all aspects of the task.	Posts adequate assignment with superficial thought and preparation; doesn't address all aspects of the task or lacks full development of concepts.	Posts no assignment.
<b>Follow-Up Postings</b> (2 pts. max )	Demonstrates analysis of others' posts; extends meaningful discussion by building on previous posts.	Elaborates on an existing posting with further comment or observation.	Posts no follow-up responses to others.
<b>Content Contribution</b> (2 pts. max )	Posts factually correct, reflective and substantive contribution; advances discussion.	Repeats but does not add substantive information to the discussion.	Posts information that is off-topic, incorrect, or irrelevant to discussion.
<b>References &amp; Support</b> (2 pts. max )	Properly uses and cites references to outside sources such as research, literature, readings, or personal experience to support.	Uses references to literature, readings, or personal experience to support.	Includes no references or supporting experience.
<b>Clarity &amp; Mechanics</b> (1 pt. max )		Contributes to discussion with clear, concise comments formatted in an easy to read style that is free of errors grammatical or spelling.	Posts long, unorganized or rude content that may contain multiple errors or may be inappropriate.
<b>Frequency</b> (1 pt. max )		Participates with initial post, response/replies and response to instructor.	Participates but posts all on the same day or not at all.

## WRITTEN ASSIGNMENT EXPECTATIONS

For each of your courses you will have one or more written assignment to complete. These are formal assignments and should be treated as such. Proper grammar, spelling, and composition conventions are expected. **Written Assignments are due by Sunday 11pm each week**, unless otherwise noted.

Written Assignments will be run through TurnItIn for an originality check (plagiarism). TurnItIn is used for instructor feedback. This process occurs automatically when you submit your assignment in Sakai. This is addressed in GBUS 501.

Your written assignment is to be submitted using APA format including 1" margins, 12 pt. font (Times New Roman or Arial). You will use a cover page, a running header and page numbers, and a reference page. *Typically*, a written assignment is 1.5 to 2 pages in length, but other occasionally assignments may be longer. This does not include the cover page or reference page.

The expectation is you address all aspects of the assignment prompt. In your writing, you should include information that goes beyond what is given in the text or other course sites. When doing so, you should include an appropriate citation for the additional information you've drawn into the response. The citation should be in APA format.

Your writing should be substantive and carry the course concepts forward with new thoughts or information beyond what was found in the text or course resources. You may wish to bring in real-world examples or personal experiences, when appropriate.

Your written assignments will be submitted by attaching a file. If the assignment is a word processing document, **the file format should be .doc ONLY** (not .docx, .pdf, .wps, etc.) and named according to information provided. If a different type of submission is required (e.g., PowerPoint), you will find the file format expectation in the assignment information. **Documents improperly named or saved in other formats will not be accepted.**

## MBA: Written Assignment Rubric (10 points)

Criteria	2 - Target	1 - Acceptable	0 - Unacceptable
<b>Organization</b> (2 pts. max )	Writing is coherent and logically organized with transitions used between ideas and paragraphs to create coherence. Overall unity of ideas is present.	Writing is coherent and logically organized. Some points remain misplaced and stray from the topic. Transitions evident but not used throughout essay.	Writing lacks logical organization. It shows some coherence but ideas lack unity. Serious errors.
<b>Level of Content</b> (2 pts. max )	Content indicates original thinking and develops ideas with sufficient cited evidence.	Content indicates thinking and reasoning applied with original thought on a few ideas.	Shows some thinking and reasoning but most ideas are underdeveloped and unoriginal.
<b>Development</b> (2 pts. max )	Main points well developed with quality supporting details and quantity. Critical thinking is woven into points.	Main points are present with limited detail and development. Some critical thinking is present.	Main points lack detailed development. Ideas are vague with little evidence of critical thinking.
<b>Grammar &amp; Mechanics</b> (2 pts. max )	Essay is free of distracting spelling, punctuation, and grammatical errors; absent of fragments, comma splices, and run-ons.	Essay has few spelling, punctuation, and grammatical errors allowing reader to follow ideas clearly. Very few fragments or run-ons.	Spelling, punctuation, and grammatical errors create distraction, making reading difficult; fragments, comma splices, run-ons evident. Errors are frequent.
<b>Style</b> (1 pt. max )		Attains college level style; tone is appropriate and rhetorical devices used to enhance content; sentence variety used effectively.	Mostly in elementary form with little or no variety in sentence structure, diction, rhetorical devices or emphasis.
<b>Format</b> (1 pt. max )		Meets APA format and assignment requirements; margins, spacing, and indentations are correct, essay is neat and correctly assembled.	Meets format and assignment requirements; generally correct margins, spacing, and indentations; essay is neat but may have some assembly errors.

## **Reading Quizzes**

Reading quizzes are timed, multiple-choice “quizzes” designed to help you assess your understanding of the assigned readings and multimedia presentations. Each provide multiple attempts with questions drawn from a larger pool.

## **Assignments, Projects and Assessments**

Assignments, projects and assessments are written by faculty and reflect a clear alignment between expectations, the course objectives, and the concepts presented in the curriculum. Readings, resources, and research can help you prepare for the assignments, but the assignments may also reflect the major concepts of the readings and the intended outcomes of the analysis and application of those concepts.

You must complete each assignment on your own. Failure to do so may be subject to review of your performance by the Academic Integrity Committee. Academic dishonesty is grounds for dismissal from the program.

## **Late Assignment**

It is imperative to review the late assignment policy in each of your classes. Professors will communicate their expectations regarding late assignments. It's your responsibility to familiarize yourself with these expectations and to contact the instructor regarding all late work and establish a deadline for late submission.

As a general rule of thumb, you may submit an assignment after the due date, but will receive a 10% deduction each day the assignment is late. The professor has the right to not accept work after the deadline, offer only a single day extension (at 10% deduction) however, no work will be accepted after the Wednesday immediately following the assignment due date with the exception of extenuating circumstances.

## **GRADING & ACADEMIC STANDARDS**

Your professor will grade your Written Assignments using the rubric accompanying the assignment. You will receive a grade and feedback on your performance. From the course page, click on the word “Grades” to view your grades. To see the professor’s feedback, click on the particular assignment and follow the link.

### **Grading Scale**

The program uses the following individual letter and numeric grading system. Grade point averages are computed on the following scale with points computed for each hour of credit attempted:

90 – 100%	A - 4 points
80 – 89%	B - 3 points
70 – 79%	C - 2 points
60 – 69%	D - 1 point
0 – 59%	F - 0 points

Courses in a degree program with an “F” or a “D” will not be counted toward degree conferral and must be repeated as soon as possible to continue in the MBA program.

You have secure access to access your grades via WINS. Final Grades are usually available the Friday after a term/course end date.

Good Standing is defined as 3.0 GPA and progressing towards graduation during the allotted timeframe

### **Incompletes**

Incompletes will not be given for work not submitted on time. In extenuating circumstances, an incomplete (I) may be an option. The program director will authorize the instructor’s request. At the time of the request, a firm deadline for completion of the work will be agreed upon in writing by the instructor, the student, and the program director. Failure to complete the course work by the stated deadline will not result in an extension, rather a 0 will be given for the work. Typically, incompletes are only given when the student has performed well in the class and in the last week of the classes something happened that did not allow the student to complete the class.

### **Grade Change**

In rare situations, computational or technical errors may occur with posting grades. When this occurs, a faculty member or program director can initiate an official grade change after official grades are posted. Grades may also be changed from an “I” to an earned grade.

### **ACADEMIC WARNING**

Academic Warning is assigned when a student’s cumulative grade point average falls below a 3.0. A student who is withdrawn or dismissed from WLU while on Academic Warning will return under this same status if he or she is granted Re-Entry or Readmission.

At WLU we want our students to be successful. We want you to graduate from your program of study. In order to graduate, each student must have a minimum 3.0 cumulative grade point average in coursework taken in the Master’s in Business Administration program. To ensure our students are progressing toward this, the program utilizes the Satisfactory Academic Progress (SAP) policy found below. Please be sure to review this and contact the Program Director or Dean if you have any questions regarding expectations.

### **Satisfactory Academic Progress (SAP)**

Students are required to maintain satisfactory progress toward degree completion. Students must maintain a GPA of 3.0. Breaks in enrollment, such as a leave of absence or withdrawal from the program, are referred to as “stop outs” in the MBA program.



## **Academic Warning**

Academic Warning is assigned for two terms to provide the student with the opportunity to raise the cumulative grade point average to at least 3.0. A student placed on Academic Warning must earn only A's and B's while on Warning, or he or she will be dismissed from the program for poor scholarship. Previous courses in which a failing grade or a D was earned must be retaken the immediate next term it is offered after consultation with the Program Director. Due to course rotation, a retake of a course may impede consistent scheduling—which may cause a break in a student's enrollment. If this occurs, the student would be placed in "Active Waiting for Class" until a course is available.

If the cumulative 3.0 grade point average is achieved within two courses, the student is returned to 'good standing' status at the end of the term. If the cumulative 3.0 grade point average is not achieved by the end of the second course while on Academic Warning, the student will be placed on Academic Probation in the next term.

## **Academic Probation**

Academic Probation is assigned when a student on Academic Warning status is not successful in raising his or her cumulative GPA to a 3.0 within two terms. A Provisionally Admitted student (due to admission GPA below program requirements) will enter the program on Academic Probation. A student who is withdrawn or dismissed from the WLU MBA while on Academic Probation will return under this same status if he or she is granted Re-Entry or Readmission.

A student placed on Academic Probation must earn only A's and B's while on Probation, he or she will be dismissed from the program for poor scholarship. Previous courses in which a failing grade or a D was earned must be retaken the immediate next term it is offered after consultation with the Program Director. Due to course rotation, a retake of a course may impede consistent scheduling—causing a break in a student's enrollment. If this occurs, a student would be placed in "Active Waiting for Class" until a course is available to take.

If the cumulative 3.0 grade point average is achieved while on Probation, the student is returned to 'good standing' status at the end of the term.

So long as the student maintains B's or better while on Academic Probation, he or she will be permitted to continue to attempt satisfactory academic progress toward degree completion. If, at the end of degree required coursework the student fails to achieve a cumulative 3.0 GPA, he or she will be required to retake courses in which a grade less than a "A" was earned to raise his or her GPA to the minimum requirements.

Any grade earned below a B while on probation will result in dismissal from the program.

## **Dismissal**

After consultation with the Program Director and Dean, a student admitted as a provisional admit or any student on a SAP status, may be dismissed if they receive a grade of "C" or worse in their courses. This constitutes failure to make academic progress. Students who have been academically dismissed are restricted to one petition for Re-Entry or Readmission to the WLU MBA program. (See Re-Entry or Readmission procedures).

The student will be notified by letter from the Registrar regarding his or her academic status.

The student who is dismissed for poor scholarship after consultation with the Program Director and/or Dean will be prohibited from further enrollment for a period of four terms, at which time the student can apply for Re-Entry or Readmission. A student who believes his or her GPA does not reflect his or her academic ability may appeal the dismissal decision to the Admission & Retention Committee within 4 weeks of the date on the dismissal letter.

## **Re-Entry or Readmission after Dismissal**

After four terms, a student who has been dismissed may petition the program for Re-Entry or Readmission. The student should contact the Program Director for the Re-Entry or Readmission procedures. If a student is granted Re-Entry or Readmission into the program, the student returns with the same academic status under which he/she was dismissed, either Academic Warning or Academic Probation. A recovery plan will be developed with the student. The student must maintain A's and B's in all courses taken after Re-Entry or Readmission to show progress toward achieving a cumulative 3.0 grade point average. Any previous courses in which a grade of D or F was earned will be retaken. If a student earns a grade below a B while on Academic Warning or Academic Probation, he or she will be dismissed a second time, which is considered a permanent dismissal.

Students who have been academically dismissed are restricted to one petition for Re-Entry or Readmission to the WLU MBA program.

## **Re-Entry or Readmission After Withdrawal or Administrative Withdrawal**

If a student is withdrawn or must withdrawal from the MBA Program, he or she is eligible to apply to return to the MBA Program. The process to re-enter depends on the time away from the program. If the last date of attendance is less than 365 days from the anticipated return date, the student may apply for re-entry. If this time period is greater than 365 days, the student must re-apply to the MBA Program.

## **Re-Entry:**

If students have been out of attendance less than 365 days, they will return to their current program of study, if the program version is active. If approved, the student will re-enter under the catalog and tuition in effect when they initially withdrew or were withdrawn. If the version is not active, the student will re-enter into the most current version.

If the program of study has been revised the student will be re-enter into the current version.

Students administratively withdrawn for not meeting required Satisfactory Academic Progress (SAP) will be subject to the procedures in the SAP policy.

To request to re-enter, students complete a “Re-entry Form”. The form is received by the program and reviewed for approval. If approved, the student will be able to return if a course is available in the upcoming term.

### **Re-Apply:**

If the student has been out of attendance more than 365 days, the student will apply and be accountable for all charges and admissions requirements.

Students will return to the current program version of study, catalog and tuition at time of re-application.

If a student left the WLU MBA on a SAP status, he or she will return on that same status and be subject to all related procedures in the SAP policy.

## **Offices and Services**

**SHORTCUT for Helpful Links:** <http://westliberty.edu/go-wlu/>

### **ENROLLMENT SERVICES**

**Registrar’s Office** (<http://westliberty.edu/registrar> )

Location: Shaw Hall, Room 121

Hours: Monday-Friday / 8 am – 4 pm

Telephone: (304) 336-8007

Fax: (304) 336-8220

E-mail: [WLUREG1@westliberty.edu](mailto:WLUREG1@westliberty.edu)

The Registrar’s Office coordinates course registration and maintains academic records for all students. All academic records (grades, transcripts, etc.) are maintained in the Registrar’s Office. Any changes in degree program, advisor, telephone number and address must be processed through the Registrar’s Office. The following services are also performed by the Registrar’s Office staff:

Graduation Certification

Transcript Requests

Transient Approval to take Courses at another college or university

Athletic Certification

Enrollment and Degree Verification

Veteran’s Certification

Registration

Assistance with WINS

**Financial Aid Office** (<http://westliberty.edu/financial-aid/>)

Location: Shaw Hall, Room 121  
Hours: Monday-Friday / 8 am – 4 pm  
Telephone: (304)336-8016  
Fax: (304)336-8088  
E-mail: [finaid@westliberty.edu](mailto:finaid@westliberty.edu)

This office processes all federal, state, and institutional financial aid for enrolled students. All students receiving financial aid (grants, loans, work-study or scholarships) will receive an institutional award letter. **Please contact them directly for more information about financial aid opportunities for graduate students.**

**Office of Student Services**

Location: Shaw Hall, Room 107  
Hours: Monday-Friday 8am – 4 pm  
Telephone: (304) 336-8343  
Fax: (304) 336-8220  
E-mail: [dbush@westliberty.edu](mailto:dbush@westliberty.edu) or [cookscot@westliberty.edu](mailto:cookscot@westliberty.edu)

The Office of Student Services supervises the Division of Student Services, in addition to Enrollment Services, which includes the following departments: Health Services, Housing and Student Life, the Learning & Student Development Center, and the College Union. The Office of Student Services is available to assist students on any student related issue.

**NOTE: ENROLLMENT SERVICES** will accept and process student payments. You may also use the **e-Accounts link** on the <http://westliberty.edu/go-wlu/> website to make your payment.

**BUSINESS OFFICE** (<http://westliberty.edu/business-office>)

Location: Shaw Hall, 3<sup>rd</sup> Floor  
Hours: Monday-Friday 8 am – 4 pm  
Telephone: (304) 336-8013  
Fax: (304) 336-8312  
E-mail: [businessoffice@westliberty.edu](mailto:businessoffice@westliberty.edu)

The following student services are subdivisions of the Business Office.

**Student Billing**

The Business Office is responsible for the electronic billing of all charges assessed to each student account. **Payment in full is due 10 days before the first day of class for each semester.** Payment in full is due prior to the first day of class for each summer term. Late fees will be assessed to accounts if payments or prior arrangements have not been made before the first day of classes.

Web payments can be made via your WINS account or the Business Office webpage or check payments can be sent directly to the Business Office. Please refer to the Business Office webpage for information on payment plan options.

### **Financial Aid Disbursements**

The Business Office distributes Financial Aid and/or loans to each student account. All residual monies are then refunded to the student through our partner United Bank. Please refer to the Business Office webpage for additional information on refunds.

**As a graduate student in an online WLU graduate program, you are offered the same services and opportunities as those attending on campus. The following information may be helpful.**

## **CAMPUS LIFE AND COLLEGE UNION OFFICE**

<http://www.westliberty.edu/college-union>

Location: College Union, Lower Level

Telephone: 304.336.8273

Hours: Monday – Friday / 8 am – 4 pm; evening hours by request

E-mail: [michelle.stack@westliberty.edu](mailto:michelle.stack@westliberty.edu)

The College Union Office houses many services, including the University mailroom and the Topper Card Office. Functioning as the main office for the College Union, we oversee the building and take care of reserving facilities within the Union, Quad and Chapel. To make a reservation, please stop by our office or email us at [collegeunion@westliberty.edu](mailto:collegeunion@westliberty.edu).

### **Mailroom**

The College Union Office houses the University mailroom, where employees and residential students pick up their mail (at this time, we unfortunately do not offer mailboxes to students living off campus). We receive daily deliveries from USPS, UPS, and FedEx; we then sort mail into corresponding employee or student boxes. All residential students are encouraged to check their mailboxes regularly, as University departments use our 'campus mail' service quite frequently. You can also drop off your outgoing mail here, with the correct postage already placed on the item, to be delivered.

### **Topper Card (optional)**

A Topper Card, which is your University-issued student I.D., is your all-around access card. It is your identification card that will get you into your residence hall, classrooms that have swipe access, your meal card for both the Marketplace Cafeteria and the restaurants in the College Union. It can also be used like a pre-paid card: when you put Topper Dollars on your Topper card, it can then be used in the Bookstore, at Subway, and the vending and laundry machines.

The Topper Card Office is located within the College Union Office. We can take your picture, print your card, and add Topper Dollars to your card. We can also see your balance of Sodexo Dollars and Topper Dollars. If you lose your Topper Card, we can freeze the card to make sure it is not used; we can also issue you a replacement card for a small fee.

## **BOOK STORE**

(<http://westliberty.bncollege.com/webapp/wcs/stores/servlet/BNCBHomePage?catalogId=10001&storeId=51055&langId=-1>) – you may order online

Location: College Union – Basement

CUB 107

Phone: 304.336.8211

Fax: 304.336.8336

## **LEARNING AND STUDENT DEVELOPMENT CENTER** (<http://westliberty.edu/lcdc/>)

Location: Main Hall, 1<sup>st</sup> floor East Wing

Hours: Monday – Friday / 8 am – 4 pm; evening hours by request

Telephone: (304) 336-8018

Fax: (304) 336-8363

E-mail: [bdawson@westliberty.edu](mailto:bdawson@westliberty.edu)

The Learning and Student Development Center is a one-stop shop for counseling, career, tutoring and accessibility services.

### **Tutoring Services**

Tutoring is provided by upper class student tutors who have received training so that they may successfully provide assistance to students in specific academic areas. These tutors excel in the subject that they are tutoring and are recommended by professors at West Liberty University.

In order to be assigned a tutor, students should contact the Developmental Advising Specialist located in Main Hall or by phone at (304) 336-8126. Students will receive an appointment time with a qualified tutor.

Tutors are available to:

- Explain course material in which assistance is needed

- Assist with test preparation

- Assist with research paper design

- Assist in improving note taking, test preparation, test taking and time management skills.

Once a tutor is assigned, the student and tutor may meet as often as needed. It is recommended that students request assistance early in the semester, as studies show that early intervention is especially helpful for academic success. A number of workshops are provided throughout the semester on various topics related to academic success. These include: time management, study skills, and text anxiety.

For additional information about tutoring services call (304) 336-8185.

## **Personal Counseling**

College is a period of great personal growth. Frequently, students are challenged with becoming self-sustaining adults, building satisfying friendships, negotiating conflict, making responsible decisions, clarifying values, and establishing an individual identity, anxiety, alcohol and drug use, depression, eating disorders, and traumatic life experience(s).

Many students make use of counseling to assist them with their personal development. The counseling process helps students learn more about themselves, identify coping strategies, and emerge with enhanced self-confidence. The Counseling Service provides students with assistance and support to function optimally with regard to emotional, academic, social and psychological issues.

Students experiencing personal problems are encouraged to contact the Learning and Student Development Center located in Main Hall, Room 139 or call (304) 336-8215 to schedule an appointment with a counselor.

## **Accessibility Services**

Assistance is offered to any student with a qualified disability. Following the guidelines of the Americans with Disabilities Act, Learning and Student Development Center staff members are available to arrange reasonable accommodations for students. A student who recognizes that his or her academic and/or campus activities are limited are in some way restricted due to a mobility, visual, hearing, learning, or psychological disability should contact the Developmental Advising Specialist located in Main Hall, Room 144. The purpose of these services is to encourage and enable all students an equal opportunity within the college setting.

## **Career Services**

Career Services is committed to assisting students and alumni in designing an individualized portfolio that incorporates aspects of leadership and career development. In this developmental process, students are encouraged to develop their potential by gaining experiences and skills through the academic environment, campus involvement, volunteering/service activities, internship opportunities, and career exploration. The ultimate goal is for students and alumni to be able to successfully conduct their own self-directed job search as well as manage their goals into viable career objectives. Services provided through this office include:

- Leadership and career/interest inventories
- Career workshops/classroom presentations Internship exploration/identification
- Resource center and reference library
- Job vacancy listing
- On-campus interview opportunities/ Job fair/ graduate school fairs
- Graduate school catalogs and test registration materials
- Job search assistance

**LIBRARY** (<http://westliberty.edu/library/>)

Location: Paul N. Elbin Library (main floor and upper level)

Hours: Monday-Thursday 8 am-11pm

Friday 8am-4pm

Saturday 12pm-4pm

Sunday 5pm-11pm

Telephone: (304) 336-8035

The Library endorses the core values of West Liberty University:

Student-centered

Caring

Professionalism

Commitment to excellence through continuous improvement.

The Library supports the curriculum of the University through its acquisition and preservation of informational resources in all academic areas. A professional librarian is available to help with informational needs and able to access the most current print and digital resources.

Students may access most library resources via the Internet

at: <http://westliberty.Edu/library/>

For off Campus access use the following login information:

**User ID: pne2017**

**Password: elbin2017**

**TOPPERCAT**—online catalog of books at the library **Databases**—  
access thousands of full-text journals, newspapers, legal documents

**For remote/online access to databases, please contact the library for the current (changes annually) login information.**

Other services include:

Wireless access

Computer lab

Technology project development room

Digital imaging capability

Copy center

Library and research instruction

Interlibrary loan

Movies

West Liberty University Special Collections

The Paul N. Elbin Library provides interlibrary loan service so that current WLU staff, faculty and students may obtain research materials that the WLU library does not own or have access to. This service is governed by the American Library Association's Interlibrary Loan Code and the US Copyright



Revision Act of 1976 (17. United States Code. 101 et seq.) and its amendments.

Materials will be borrowed from and loaned to libraries that are members of groups which the WLU library has joined. WLU library staff will attempt to borrow materials from libraries that do not charge for loans. In the event that there is a charge for borrowing an item, the patron will be informed via email in order to obtain permission.

Materials that have been borrowed from other libraries that have not been returned by the due date may incur an overdue fine.

Patrons who have items overdue will have their interlibrary loan privileges and access to library reference services revoked. Students will have a financial hold placed on their account, which prevents future enrollment and release of transcripts.

Patrons who submit a request agree to copyright laws and library policies.

### **LIBRARY ONLINE REFERENCE**

The Paul N. Elbin Library staff provide online reference services via email requests. A response will usually be sent within 48 hours from receipt of the email.

### **WELLNESS CENTER**

Located on main floor of ASRC

Normal Hours of Operation (during Academic Year)

Monday 7am – 10pm

Tuesday 7am – 10pm

Wednesday 7 am – 10pm

Thursday 7 am – 10pm

Friday 7 am – 10pm

Saturday 10 am – 4pm

Sunday 1 pm – 10pm

Summer Hours of Operation

Monday to Friday 10 am – 7pm

### **Identification Required for Access**

Students, Faculty and Staff who have a WLU Topper Card will be required to present their Topper Card at the front desk of the facility and sign in with the Wellness Center monitor on duty at the time of their entry. They will then be returned their Topper Card when they exit as they sign out the time they leave the facility. These measures help to ensure the safety of our guests and a well-maintained facility. For members of the campus and local community who may not have a Topper Card, you may request a guest pass (<http://westliberty.edu/student-life/wcguest/>).

### **Additional Safety Features**

In addition to requiring identification for access, the Wellness Center will be monitored at all times that it is open by a trained student monitor. There are cameras installed for security purposes and door access controls. These measures help the University to keep the Wellness Center guests safe, and also to keep the facility well-maintained. Wellness Center monitors will be responsible for basic cleaning of equipment throughout the day. Additionally, antibacterial wipes will be on hand for guests to utilize as well.

### **Equipment**

The Wellness Center currently has several cardiorespiratory machines, including treadmills, stair climb machines, elliptical machines, and stationary bikes. The facility also has several weight machines and free weights, including dumb bells, kettle bells, and weight plates for barbells.

### **HEALTH SERVICES** (<http://www.westliberty.edu/health-services/>)

The Health Service staff provides personal medical care to all full-time students (residents and commuters) on both an appointment and walk-in basis. By emphasizing health, not just the treatment of disease or injury, a high level of outpatient care is offered to meet the needs of young adults. Preventive health care information is presented to students through educational programming and activities, the distribution of educational literature, and one-to-one counseling. All treatment, medications, supplies, tests, and services are provided free of charge to WLU students.

The primary mission of the West Liberty University Health Service is to enable you to take full advantage of your academic experience by maintaining and improving your health. Please contact them for more information about their services.

#### **Nurse Available:**

Monday through Friday  
7 a.m. to 3 p.m.

#### **Physician Available on campus:**

Monday through Friday  
7 a.m. to 8 a.m. (schedule subject to change)

The physicians are also available at [Doctors Urgent Care](http://www.westliberty.edu/health-services/doctors-urgent-care/) (<http://www.westliberty.edu/health-services/doctors-urgent-care/>)

## **Program & Course Rubrics**

### **Program Rubrics (Key Assessments)**

Problem Recognition Rubric (Program Outcome 1)

Integrative Analysis Rubric (Program Outcome 2)

Case Analysis Rubric (Program Outcome 3)

Oral Communication Rubric (Program Outcome 4a)

Written Communication Rubric (Program Outcome 4b)

Collaborative Work Rubric (Program Outcome 5)

Ethical Considerations Rubric (Program Outcome 6)

### Problem Recognition Rubric (Program Outcome 1)

	<b>Advanced - 3</b>	<b>Adequate - 2</b>	<b>Inadequate - 1</b>	<b>N/A</b>
<b>Problem Identification</b>	Clearly identifies the main problem and subsidiary, embedded or implicit aspects of the problem; Clearly addresses the relationship among subsidiary issues; Identifies not only the basics of the issue but also recognizes subtle nuances of the issue	Clearly identifies main problem and includes some of the subsidiary issues; Some discussion of relationships between subsidiary issues	Does not clearly identify the problem; Identifies an inappropriate problem or represents the issue inaccurately	
<b>Interpretation</b>	Analyzes insightful questions; Refutes bias; Critics content; Examines inconsistencies; Values information	Identifies some questions; Notes some bias; Recognizes basic content; States some inconsistencies; Selects sources adequately.	Fails to question data; Ignores bias; Misses major content areas; Detects no inconsistencies; Chooses biased sources.	
<b>Analysis &amp; Evaluation</b>	Examines conclusions; Uses reasonable judgment; Discriminates rationally; Synthesizes data; Vies information critically	Formulates conclusions; Recognizes arguments; Notices differences; Evaluates data; Seeks out information	Fails to draw conclusions; Sees no arguments; Overlooks differences; Repeats data; Omits research	
<b>Presentation</b>	Argues succinctly; Discusses issues thoroughly; Shows intellectual honesty; Justifies decisions; Assimilates information.	Argues clearly; Identifies issues; Attributes sources Suggests solutions; Incorporates information.	Omits or misconstrues arguments; Misrepresents or over generalizes issues; Excludes data; Draws faulty conclusions; Shows intellectual dishonesty	

**COMMENTS:**

## Integrative Analysis Rubric (Program Outcome 2)

	<b>Advanced - 3</b>	<b>Adequate - 2</b>	<b>Inadequate - 1</b>	<b>N/A</b>
<b>Connections to Experiences</b>	Meaningfully synthesizes connections among experiences outside of the formal classroom (including life experiences and academic experiences) to deepen understandings gained in academic learning and/or to broaden own points of view.	Compares life experiences and academic learning to infer differences, as well as similarities, and acknowledge perspectives other than own.	Identifies connections between life experiences and those academic texts or ideas perceived as similar and related to own interests.	
<b>Connections to Discipline</b>	Independently creates wholes out of multiple parts (synthesizes) or draws conclusions by combining examples, facts, or theories from more than one field of study, discipline or perspective.	When prompted, connects examples, facts, or theories from more than one field of study, discipline or perspective.	When prompted, presents examples, facts, or theories from more than one field of study, discipline or perspective.	
<b>Transfer</b>	Independently adapts and applies skills, abilities, theories, or methodologies gained in one situation to new situations to solve difficult problems or explore complex issues in original ways.	Uses skills, abilities, theories, or methodologies gained in one situation in a new situation to contribute to understanding of problems or issues.	Uses, in a basic way, skills, abilities, theories, or methodologies gained in one situation in a new situation.	
<b>Integrated Communication</b>	Choices of language or other modes of expressions within and/or across complex performances of tasks work together in ways that enhance meaning.	Within the appropriate form or format, makes basic choices about language or other modes of expression that are appropriate to the form or format.	Choices of basic form or format are appropriate to the assignments or tasks (i.e. to produce an essay, a poster, a video, a PowerPoint presentation, etc.).	
<b>Reflection</b>	Envisions next steps that could build on past experiences from multiple and diverse contexts	Articulates strengths and challenges (within specific performances or events) to increase effectiveness in different contexts	Describes performances with general descriptors of success and failure.	

**COMMENTS:**

### Case Study Rubric (Program Outcome 3)

	<b>Advanced - 3</b>	<b>Adequate - 2</b>	<b>Inadequate - 1</b>	<b>N/A</b>
<b>Identification of Main Issues/Problems</b>	Identifies and demonstrates a sophisticated understanding of the main issues/problems in the case study.	Identifies and demonstrates an accomplished understanding of most of the issues/problems.	Identifies and demonstrates acceptable understanding of some of the issues/problems in the case study.	
<b>Analysis and Evaluation of Issues/Problems</b>	Presents an insightful and thorough analysis of all identified issues/problems; includes all necessary calculations.	Presents a thorough analysis of most of the issues identified; missing some necessary calculations.	Presents a superficial or incomplete analysis of some of the identified issues; omits necessary	
<b>Recommendations on Effective Solutions/Strategies</b>	Supports diagnosis and opinions with strong arguments and well---documented evidence; presents a balanced and critical view; interpretation is both reasonable and objective.	Supports diagnosis and opinions with limited reasoning and evidence; presents a somewhat one--- sided argument; demonstrates little engagement with ideas presented.	Little or no action suggested and/or inappropriate solutions proposed to the issues in the case study.	
<b>Links to Course Readings and Additional Research</b>	Makes appropriate and powerful connections between identified issues/ problems and the strategic concepts studied in the course readings and lectures; supplements case study with relevant and thoughtful research and documents all sources of information.	Makes appropriate but somewhat vague connections between identified issues/problems and concepts studied in readings and lectures; demonstrates lim ited command of the analytical tools studied; supplem ents case study with limited research.	Makes inappropriate or little connection between issues identified and the concepts studied in the readings; supplements case study, if at all, with incomplete research and documentation.	
<b>Writing Mechanics and Formatting Guidelines</b>	Demonstrates clarity, conciseness and correctness; formatting is appropriate and writing is free of grammar and spelling errors.	Occasional grammar or spelling errors, but still a clear presentation of ideas; lacks organization.	Writing is unfocused, rambling, or contains serious errors; poorly organized and does not follow specified guidelines.	

**COMMENTS:**

## Oral Communication Rubric (Program Outcome 4a)

	Advanced - 3	Adequate - 2	Inadequate - 1	N/A
<b>Preparedness</b>	Student is completely prepared and has obviously rehearsed.	Student seems pretty prepared but might have needed a couple more rehearsals.	The student is somewhat prepared, but it is clear that rehearsal was lacking.	
<b>Attire</b>	Business attire, very professional look.	Neat and clean, casual business attire.	General attire not appropriate for audience (jeans, t-shirt, shorts).	
<b>Content</b>	Shows a full understanding of all aspects of the topic.	Shows a good understanding of parts of the topic.	Demonstrates surface understanding or does not seem to understand the topic very well.	
<b>Vocabulary</b>	Uses vocabulary appropriate for the audience. Extends audience vocabulary by defining words that might be new to most of the audience.	Uses vocabulary appropriate for the audience. Includes 1-2 words that could be new to most of the audience, but does not define them.	Uses vocabulary appropriate for the audience. Does not include any vocabulary that might be new to the audience.	
<b>Posture and Eye Contact</b>	Sits/stands up straight, looks relaxed and confident. Establishes and maintains eye contact during the presentation.	Sits/stands up straight and establishes eye contact during the presentation.	Slouches and/or does not look at people during the presentation.	
<b>Speaks Clearly</b>	Speaks clearly and distinctly all (100-95%) the time, and mispronounces no words.	Speaks clearly and distinctly most of (85-95%) the time, but mispronounces one or more words.	Often mumbles or cannot be understood OR mispronounces more than one word.	
<b>Stays on Topic</b>	Stays on topic all (100%) of the time.	Stays on topic most (80-99%) of the time.	Frequently strays from the topic or makes it hard to tell what the topic was.	
<b>Pauses</b>	Pauses were effectively used to improve meaning and/or dramatic impact.	Pauses were intentionally used but were not effective in improving meaning or dramatic impact.	Pauses were not intentionally used.	
<b>Visuals</b>	Student uses visual that shows considerable work/creativity and which makes the presentation better.	Student uses visuals which enhances and supports the presentation.	The student uses no visuals or the chosen format detracts from the presentation.	

COMMENTS:

## Written Communication Rubric (Program Outcome 4b)

	Advanced - 3	Adequate - 2	Inadequate - 1	N/A
<b>Organization</b>	Information is very organized with well-constructed paragraphs and subheadings.	Information is organized, but not all paragraphs are well-constructed.	The information appears to be disorganized.	
<b>Amount of Information</b>	All points are addressed and all questions answered with several sentences about each.	All points are addressed and most questions answered with at least 2 sentences about each.	One or more points were not addressed.	
<b>Quality of Information</b>	Information clearly relates to the main topic. It includes several supporting details and/or examples.	Information clearly relates to the main topic. It provides only 1-2 supporting details and/or examples.	Information clearly relates to the main topic. No details and/or examples are given.	
<b>APA Formatting</b>	All sources (information and graphics) are accurately documented and cited in APA format.	All sources (information and graphics) are accurately documented, but some are not cited or are not in APA format.	Some sources are not accurately documented.	
<b>Mechanics</b>	No grammatical, spelling or punctuation errors.	A few grammatical spelling, or punctuation errors.	Many grammatical, spelling, or punctuation errors.	
<b>Paragraph Construction</b>	All paragraphs include introductory sentence, explanations or details, and concluding sentence.	Most paragraphs include introductory sentence, explanations or details, and concluding sentence.	Paragraphs included related information but were typically not constructed well.	
<b>Diagrams &amp; Illustrations</b>	Diagrams and illustrations are neat, accurate and add to the reader's understanding of the topic.	Diagrams and illustrations are accurate and add to the reader's understanding of the topic.	Diagrams and illustrations are not accurate OR do not add to the reader's understanding of the topic.	

**COMMENTS:**



## Collaborative Work Rubric (Program Outcome 5)

	Advanced - 3	Adequate - 2	Inadequate - 1	N/A
<b>Attitude</b>	Never is publicly critical of the project or the work of others. Always has a positive attitude about the task(s).	Rarely is publicly critical of the project or the work of others. Often has a positive attitude about the task(s).	Often is publicly critical of the project or the work of other members of the group. Often has a negative attitude about the task(s).	
<b>Contributions</b>	Routinely provides useful ideas when participating in the group and in course discussion. A definite leader who contributes a lot of effort.	Usually provides useful ideas when participating in the group and in course discussion. A strong group member who tries hard!	Rarely provides useful ideas when participating in the group and in course discussion. May refuse to participate.	
<b>Monitors Group Effectiveness</b>	Routinely monitors the effectiveness of the group, and makes suggestions to make it more effective.	Routinely monitors the effectiveness of the group and works to make the group more effective.	Rarely monitors the effectiveness of the group and does not work to make it more effective.	
<b>Quality of Work</b>	Provides work of the highest quality.	Provides high quality work.	Provides work that usually needs to be checked/redone by others to ensure quality.	
<b>Time-management</b>	Routinely uses time well throughout the project to ensure things get done on time. Group does not have to adjust deadlines or work responsibilities because of this person's procrastination.	Usually uses time well throughout the project, but may have procrastinated on one thing. Group does not have to adjust deadlines or work responsibilities because of this person's procrastination.	Rarely gets things done by the deadlines AND group has to adjust deadlines or work responsibilities because of this person's inadequate time management.	
<b>Focus on the task</b>	Consistently stays focused on the task and what needs to be done. Very self-directed.	Focuses on the task and what needs to be done most of the time. Other group members can count on this person.	Rarely focuses on the task and what needs to be done. Leaves work for others to do.	
<b>Working with Others</b>	Almost always listens to, shares with, and supports the efforts of others. Tries to keep people working well together.	Usually listens to, shares, with, and supports the efforts of others. Does not cause \"waves\" in the group.	Rarely listens to, shares with, and supports the efforts of others. Often is not a good team player.	

COMMENTS:

## Ethical Considerations Rubric (Program Outcome 6)

	<b>Advanced - 3</b>	<b>Adequate -2</b>	<b>Inadequate -1</b>	<b>N/A</b>
<b>Identifies Dilemma</b>	Describes the dilemma in detail having gathered pertinent facts. Ascertains exactly what must be decided	Identifies the dilemma, including pertinent facts, and ascertains what must be decided	Has a vague idea of what the dilemma is and is uncertain what must be decided	
<b>Considers Stakeholders</b>	Determines who should be involved in the decision making process and thoroughly reflects on the viewpoints of the stakeholders	Determines who should be involved in the decision making process and accurately identifies all the stakeholders	Is unsure as to who should be involved in the decision-making process	
<b>Analyzes Alternatives and Consequences</b>	Clarifies a number of alternatives and evaluates each on the basis of whether or not there is interest and concern over the welfare of all stakeholders	Clarifies at least two alternatives and predicts their associated consequences in detail.	Begins to appraise the relevant facts and assumptions and identifies some alternatives.	
<b>Chooses an Action</b>	Formulates an implementation plan that delineates the execution of the decision and that evidences a thoughtful reflection on the benefits and risks of action	Formulates an implementation plan that delineates the execution of the decision	Has difficulty identifying and appropriate course of action from among alternatives	

**COMMENTS:**