




RECEIVED FINAL FACULTY SENATE APPROVAL ON FEBRUARY 4, 2014.

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**MEMORANDUM**

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TO: Faculty Senate  
FROM: Jack Kirby   
DATE: February 27, 2014  
SUBJECT: Curriculum Proposal #13-14-07, REVISION #1  
School of Business Prefix Changes

I recommend approval of the attached REVISION #1 Curriculum Proposal 13-14-07. This proposal requests prefix changes to foundation business courses and all courses with the BUSN prefix. The goal of this proposal is to change only the prefix and would not alter or change any curricula, course descriptions, course content, or learning outcomes.

The attached proposal was approved for second reading by the Curriculum Committee on February 25, 2014 and is ready to be presented to Faculty Senate for approval.

C: Dr. Christina Lavorata  
Dr. Richard Harvey  
Dr. Timothy Oxley  
Ms. Evie Brantmayer  
Ms. Leslie Lovett






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## **MEMORANDUM**

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TO: Curriculum Committee

FROM: Jack Kirby 

DATE: February 11, 2014

SUBJECT: Curriculum Proposal #13-14-07, REVISION #1  
School of Business Prefix Changes

I recommend approval of the attached REVISION #1 Curriculum Proposal 13-14-07. This proposal requests prefix changes to foundation business courses and all courses with the BUSN prefix. The goal of this proposal is to change only the prefix and would not alter or change any curricula, course descriptions, course content, or learning outcomes.

C: Dr. Christina Lavorata  
Dr. Richard Harvey  
Dr. Timothy Oxley  
Ms. Evie Brantmayer





## MEMORANDUM

TO: Jack Kirby, Ed.D.  
Associate Provost, Academic Affairs

FROM: Timothy Oxley, Ed.D.

CC: Richard Harvey, J.D.  
Dean

DATE: February 11, 2014

SUBJECT: **CURRICULUM PROPOSAL – Change of Prefix, REVISION #1 to Course Proposal #13-14-07**

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I am transmitting a copy of **REVISION #1 of Curriculum Proposal 13-14-07** for your consideration. This revision primarily confirms the approval of course numbers previously in question for the following courses:

ECON 2201 Economic Principles and Problems I – will become BSBA 2211  
ECON 2202 Economic Principles and Problems II – will become BSBA 2212  
FINC 2201 Introduction to Finance – will become BSBA 2221

The new course numbers were approved by Evie Brantmayer as evidenced in her email dated February 7, 2014. A copy is attached to the revised proposal. All references in the proposal have been changed to reflect the approved course numbers.

Should you have any questions or concerns, please feel free to contact me.

Attachment



## MEMORANDUM

TO: Jack Kirby, Ed.D.  
Associate Provost, Academic Affairs

FROM: Timothy Oxley, Ed.D.

A handwritten signature in cursive script that reads "Timothy R. Oxley".

CC: Richard Harvey, J.D.  
Dean

DATE: December 18, 2013

**SUBJECT: CURRICULUM PROPOSAL – Change of Prefix**

This memorandum is to formally ask your support for the attached curriculum proposal which was unanimously passed by the School of Business faculty at their November 14, 2013 meeting. This proposal requests **prefix changes to foundation business courses and all courses with the BUSN prefix.**

Thank you for your time and consideration in this matter. Should you have any questions or concerns, please feel free to contact me.

Attachment

**CURRICULUM PROPOSAL** (Submit one hard copy and an electronic copy to the Associate Provost by the second Tuesday of the month.)

**Proposal Number:** 13-14-07

**School/Department/Program:** School of Business

**Preparer/Contact Person:** Dr. Timothy Oxley, Associate Dean

**Telephone Extension:** 4183

**Date Originally Submitted:** December 10, 2013

**Revision (Indicate date and label it  
Revision #1, #2, etc.):** REVISION #1

**Implementation Date Requested:** Fall 2014

- I. **PROPOSAL.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

**This proposal requests changing the existing prefix for nineteen (19) courses in the current School of Business curricula from BUSN to the new prefix of BSBA. In addition, the proposal requests changing current prefixes for eight (8) courses shared with Pierpont C&TC, to the new prefix, BSBA, including a change in course numbers for three (3) courses (denoted by asterisk):**

ACCT 2201	Principles of Accounting I
ACCT 2202	Principles of Accounting II
ECON 2200	Economics
ECON 2201*	Economic Principles and Problems I
ECON 2202*	Economic Principles and Problems II
FINC 2201*	Introduction to Finance
MGMT 2209	Principles of Management
MKTG 2204	Principles of Marketing

**This proposal requests prefix and course number changes only. This action will not alter or change any curricula, course description, course content, or learning outcomes for the affected courses. Please refer to Appendix B for a complete list of proposed course changes.**

- II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-H, and for each Roman Numeral II-V. If any section does not apply to your proposal, reply N/A.

- A. Deletion of course(s) or credit(s) from program(s)

Total hours deleted. 0

- B. Addition of course(s) or credit(s) from program(s)

Total hours added. 0

- C. Provision for interchangeable use of course(s) with program(s)

**Not applicable**

- D. Revision of course content. Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog.

**No change in course content, including course descriptions are being proposed.**

- E. Other changes to existing courses such as changes to title, course number, and elective or required status.

**Course numbers will be changed for the following courses:**

<b>ECON 2201</b>	<b>Economic Principles and Problems I – will become BSBA 2211</b>
<b>ECON 2202</b>	<b>Economic Principles and Problems II – will become BSBA 2212</b>
<b>FINC 2201</b>	<b>Introduction to Finance – will become BSBA 2221</b>

**With a change in prefix for certain courses, a conflict exists with three other courses for which the prefix will change. When ACCT 2201 and ACCT 2202 are changed to BSBA 2201 and BSBA 2202, respectively, FINC 2201, ECON 2201 and ECON 2202 will need new course numbers assigned. These numbers have been approved by the Registrar. A copy of an email is attached. Refer to Appendix B for a complete list.**

- F. Creation of new course(s). For each new course

1. Designate the course number, title, units of credit, prerequisites (if any), ownership (FSU or shared) and specify its status as an elective or required course. If you are creating a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for the course being shared.

**This proposal is not creating any new courses.**

2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.

**Not applicable**

3. Include, as an appendix, a detailed course outline consisting of at least two levels.

**Not applicable**

4. In order to meet the requirements as outlined in Goal One of the Strategic Plan, please include Outcome Competencies and Methods of Assessment as an appendix. Examples are available upon request from the Chair of the Curriculum Committee.

**Not applicable**

- G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).

Describe how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours? Use the format for Current and Proposed Programs in Appendix A.

**This proposal does not change or alter any required courses or hours needed to complete any program. Programs affected are noted in Appendix D with affected catalog copy identified by page number taken from the Fairmont State University 2013-2014 Undergraduate Catalog.**

### III. RATIONALE FOR THE PROPOSAL.

- A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements,

accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

The School of Business currently has a total of eleven (11) shared courses with Pierpont Community & Technical College (Refer to Appendix C for a complete list). These courses are primarily foundational courses that are found in the Business Core for the B. S. in Business Administration, B.S. in Accounting, and B.S. in Information Systems Management degree programs. These same courses also are required in Pierpont's A.A.S. in Business Technology degree core, and Accounting and General Business Specializations. Fifteen (15) of twenty-four (24) required hours in the A.A.S. in Business Technology General Business specialization are these same shared courses - 62.5% of the required courses in this specialization.

These shared courses are routinely offered in Pierpont's off-campus locations such as Morgantown and Lewis County and in the Weekend College on main campus. The School of Business has little, if any, control over adjunct faculty selection, scheduling, and rotations posing much concern over quality of instruction, learning outcomes, and assessment documentation.

In addition to quality of instruction issues, approximately 46% of enrollments in Pierpont's off-campus locations are FSU students. Pierpont students enrolling in sections of the same courses account for 24% of total enrollments on the main campus and 38% at the Caperton Center. On the main campus alone, it is estimated that 5 additional sections, or the equivalent of 1¼ School of Business faculty members, are required to service Pierpont C&TC students enrolled in these courses.

- B. **Qualitative Assessment:** Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

With FSU students enrolling in these courses in Pierpont's off-campus locations and Weekend College, and Pierpont students enrolling in sections on main campus and at Caperton Center, several issues arise:

- 1) With declining enrollments, it is difficult to plan for adequate section reduction when managing seat capacity, rotation schedules, and staffing to accommodate Pierpont students on main campus and Caperton Center.
- 2) Students choosing to take courses at locations other than main campus are often doing so because of a perception the off-campus courses are "easier."
- 3) Through anecdotal evidence, it is suggested that some percentage of Pierpont business students are pursuing a BSBA degree but have not yet applied to the University.

After much consideration, and following the lead of the Criminal Justice program, the School of Business faculty believes the solution to a number of student, teaching, and learning issues will best be resolved through a change in prefix for the identified courses.

- IV. Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal.

By signing here, you are indicating your college's/school's notification of this proposal.

College/School	Dean	Signature

- V. Should this proposal affect any course to be added or deleted from the general studies requirements, a memo from the chair of the General Studies Committee indicating approval of the change must be included with this proposal.

**Courses in this proposal for which the prefix and course number will be changed affecting the General Studies curriculum include: ECON 2201.**

**Courses in this proposal for which the prefix will be changed affecting the General Studies curriculum include: BUSN 3320; BUSN 4420; ECON 2200; and, MGMT 2209.**

**The proposal does not propose to delete, add, or change content or learning outcomes for any of the identified courses in the General Studies curriculum, nor does it suggest any change in fulfilling general studies outcomes to which one of these courses is mapped.**





	SOCY 2200 or any course in VI	
Attribute VIIA - Arts		3
	Any course in VIIA	
Attribute VIIB - Humanities		3
	Any course in VIIB	
Attribute VIIC – Social Sciences		X
	Major Course - PSYC 1101	
Attribute VIID - Natural Science		3
	Any course in VIID	
Attribute VIII – Cultural Awareness		3
	Any GEOG course in VIII	
Additional General Studies hours		X
	Major Course - PSYC 3390 writing intensive course	
<b>TOTAL GENERAL STUDIES HOURS</b>		<b>39</b>
<b>TOTAL FREE ELECTIVES</b>		<b>XX</b>
<b>TOTAL HOURS</b>		<b>120</b>

**NOTE:**

The text highlighted in yellow is to serve as an example. Please replace the text with your current program requirements using the format indicated. When an Attribute is satisfied by a major course, simply place an “X” in the hours column, since the hours have already been counted in the major. Otherwise, indicate how the Attribute will be satisfied and insert the hours to be counted in General Studies. Before submitting your proposal, please remove the highlighting and this paragraph.

## APPENDIX B

<b>University Controlled Business Foundation Courses administered by Fairmont State School of Business Conversion to BSBA</b>				
<b>Core Courses</b>				
<b>Existing Course Prefix and Number:</b>			<b>New Prefix and Number:</b>	
ACCT	2201	Principles of Accounting I	BSBA	2201
ACCT	2202	Principles of Accounting II	BSBA	2202
ECON	2200	Economics	BSBA	2200
ECON	2201	Economic Principles and Problems I	BSBA	2211 <sup>1</sup>
ECON	2202	Economic Principles and Problems II	BSBA	2212 <sup>1</sup>
FINC	2201	Introduction to Finance	BSBA	2221 <sup>1</sup>
MGMT	2209	Principles of Management	BSBA	2209
MKTG	2204	Principles of Marketing	BSBA	2204
<b>Other Business Administration (BUSN) Courses</b>				
<b>Existing Course Prefix and Number:</b>			<b>New Prefix and Number:</b>	
BUSN	1199	Special Topics in Business	BSBA	1199
BUSN	2299	Special topics	BSBA	2299
BUSN	3300	Entrepreneurship	BSBA	3300
BUSN	3306	Business Law I	BSBA	3306
BUSN	3307	Business Law II	BSBA	3307
BUSN	3310	Business and Economic Statistics	BSBA	3310
BUSN	3319	Employment Law	BSBA	3319
BUSN	3320	International Business	BSBA	3320
BUSN	3322	Managing Business in Europe	BSBA	3322
BUSN	3325	Women and Work	BSBA	3325
BUSN	3399	Special Topics in Business	BSBA	3399
BUSN	4405	Entrepreneurial Leadership	BSBA	4405
BUSN	4408	Business and Economics Field Studies	BSBA	4408
BUSN	4410	Enterprise Development	BSBA	4410
BUSN	4415	Strategic Management and Policy	BSBA	4415
BUSN	4420	Business Ethics & Corporate Acc'tability	BSBA	4420
BUSN	4440	Hospitality Management Internship	BSBA	4440
BUSN	4450	Business Internship	BSBA	4450
BUSN	4998	Undergraduate Research	BSBA	4998

<sup>1</sup>: Registrar has approved this course number change.

## APPENDIX C

Fairmont State University School of Business Shared Courses With Pierpont Community & technical College			
ACCT	2201	Principles of Accounting I	Change Prefix to BSBA
ACCT	2202	Principles of Accounting II	Change Prefix to BSBA
BUSN	1199	Special Topics in Business	Change Prefix to BSBA
BUSN	2205	Small Business Fundamentals <sup>1</sup>	Separate curriculum proposal forthcoming
ECON	2200	Economics	Change Prefix to BSBA
ECON	2201	Economic Principles and Problems I	Change Prefix to BSBA and course number
ECON	2202	Economic Principles and Problems II	Change Prefix to BSBA and course number
FINC	2201	Introduction to Finance	Change Prefix to BSBA and course number
MGMT	2209	Principles of Management	Change Prefix to BSBA
MKTG	2204	Principles of Marketing	Change Prefix to BSBA
MKTG	2205	Salesmanship and Sales Management <sup>2</sup>	Separate curriculum proposal forthcoming

<sup>1</sup> – A curriculum proposal is forthcoming to change this course to an upper-level management (MGMT) elective.

<sup>2</sup> – A curriculum proposal is forthcoming to change this course to an upper-level marketing (MKTG) elective.

## APPENDIX D

Programs and Curricula Affected by <i>SERVICE COURSES</i> Outside of the School of Business Programs and Courses			Location in 2013-2014 FSU Catalog
Course	Program/Courses Affected	Curricula Affected	
ACCT 2201	CLEP Level Examination Program (CLEP)	CLEP Examination Course List	Page 12
	B.S. in Aviation Technology	Aviation Administration Curriculum	Page 80
	B.S. in Aviation Technology	Aviation Administration/Flight Curriculum	Page 80
	B.S. in Allied Health Administration	Allied Health Administration Curriculum	Page 121
ACCT 2202	CLEP Level Examination Program (CLEP)	CLEP Examination Course List	Page 12
	Transferring Core Coursework	General Studies Requirements Course List	Page 13
	B.S. in History	Electives List	Page 59
	B.A. in National Security and Intelligence	Required Courses	Page 60
	B.A. in Political Science	Political Science Curriculum	Page 61
	B.A. in Education, Social Studies Grades 5-Adult	Required Courses	Page 62
	Pre-Pharmacy Curriculum	Course options	Page 68
	B.S. in Aviation Technology, Aviation Adm.	General Studies Attribute VIIC – Social Science option	Page 80
	B.S. in Aviation Technology, Flight	General Studies Attribute VIIC – Social Science option	Page 80
	B.S. in Aviation Technology, Maintenance	General Studies Attribute VIIC – Social Science option	Page 80
	B.S. in Engineering Technology, Civil	General Studies Attribute VIIC – Social Science requirement	Page 84
	B.S. in Mechanical Engineering Technology	General Studies Attribute VIIC – Social Science requirement	Page 87
	ECON 2200	General Studies Program	Attribute VIIC - Social Science Course List
PHED 3327 – Sport in Society		Prerequisite Course	Page 189
Advanced Placement Examination (AP)		Course Equivalent List	Page 11
CLEP Level Examination Program (CLEP)		CLEP Examination Course List	Page 12
Transferring Core Coursework		General Studies Requirements Course List	Page 13
Pre-Pharmacy Curriculum		Course options	Page 68
General Studies Program		Attribute VIIC – Social Science Course List	Page 132
Advanced Placement Examination (AP)		Course Equivalent List	Page 11
CLEP Level Examination Program (CLEP)		CLEP Examination Course List	Page 12
Minor in Public Administration		Required Courses	Page 61
PHED 4201 – Sport Finance		Prerequisite Course	Page 190
CLEP Level Examination Program (CLEP)		CLEP Examination Course List	Page 11
MGMT 2209		Minor in Public Administration	Required Courses
	B.S. in Aviation Technology	Aviation Common Core (for all Aviation curricula)	Page 80
	B.S. in Occupational Safety	Elective Course List	Page 88
	B.A. in Communication Arts	Sport Communication Concentration	Page 116
	B.S. in Allied Health Administration	Allied Health Administration Required Course List	Page 121
	B.S. in Nursing	Support Courses Elective	Page 122
	General Studies Program	Attribute ID – Teamwork Course List	Page 128
	NURS 4430 – Leadership/Mgmt. in Nursing Pr.	Prerequisite Course	Page 187
	PHED 2201 – Intro to Sport Management	Co-requisite Course	Page 188
	CLEP Level Examination Program (CLEP)	CLEP Examination Course List	Page 12
	B.S. in Aviation Technology	Aviation Administration Curriculum	Page 80
	B.S. in Aviation Technology	Aviation Administration/Flight Curriculum	Page 80
	B.A. in Communication Arts	Sport Communication Concentration	Page 116
MKTG 2204	PHED 2210 – Sport Marketing & Promotions	Prerequisite course	Page 188

Programs and Curricula Affected by <i>BUSN</i> Courses Outside of the School of Business Programs and Courses			Location in 2013-2014 FSU Catalog
Course	Program/Courses Affected	Curricula Affected	
BUSN 3306	CLEP Level Examination Program (CLEP)	CLEP Examination Course List	Page 12
	B.S. in Occupational Safety	Occupational Safety Curriculum	Page 88
	PHED 3357 – Sport & the Law	Prerequisite Course	Page 190
BUSN 3307	B.S. in Occupational Safety	Occupational Safety Curriculum	Page 88
	Advanced Placement Examination (AP)	Course Equivalent List	Page 12
BUSN 3310	Minor in Public Administration	Required Course	Page 62
	Pre-Pharmacy Curriculum	Course Option	Page 68
	Pre-Physical Therapy Curriculum	Course Option	Page 68
	B.S. in Aviation Technology	Aviation Administration Curriculum	Page 80
	B.S. in Aviation Technology	Aviation Administration/Flight Curriculum	Page 80
	B.S. in Allied Health Administration	Required Support Course Option	Page 121
	B.S. in Nursing	Support Courses Elective	Page 122
	B.S. in Occupational Safety	Occupational Safety Curriculum	Page 88
BUSN 3319	Teaching English to Speakers of Other Languages	Minor - Elective Course List	Page 55
	General Studies Program	Attribute VIII – Cultural Awareness and Human Dignity Course List	Page 134
	Minor in International Studies	Required Course	Page 62
BUSN 3322	Teaching English to Speakers of Other Languages	Minor - Elective Course List	Page 55
BUSN 3325	Women's Studies Minor	Group A Electives Option	Page 125
BUSN 4420	General Studies Program	Attribute IV - Ethics Course List	Page 130



# SCHOOL OF BUSINESS

1201 Locust Avenue  
Fairmont, West Virginia 26554-2470  
Phone: (304) 367-4395  
SchoolofBusiness@FairmontState.edu



## MEMORANDUM

To: Dr. Deanna Shields, Dean, College of Liberal Arts  
Dr. Anthony Gilberti, Dean, College of Science and Technology  
Dr. Carolyn Crislip-Tacy, Interim Dean, School of Education, Health & Human Performance  
Dr. Constance Edwards, Interim Dean, School of Fine Arts  
Dr. Sharon Boni, Dean, School of Nursing & Allied Health

From: Dr. Richard Harvey, Dean

Re: Curriculum Proposal # \_\_\_\_\_

Date: December 12, 2013

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As discussed during the Deans' Council meeting on Wednesday, December 4, 2013, I am providing formal notification of the transmittal of Curriculum Proposal # \_\_\_\_\_ to Dr. Jack Kirby, Associate Dean.

The proposal requests changing the existing prefix for nineteen (19) courses in the current School of Business curricula from BUSN to the new prefix of BSBA. In addition, the proposal requests changing current prefixes for eight (8) courses shared with Pierpont C&TC, to the new prefix, BSBA, including a change in course numbers for three courses. These changes are identified in the attach Appendix B taken from the proposal.

The proposal does not alter or change any course content, course learning outcomes, or general studies outcomes for which these courses may be approved. However, the changes in prefixes for the identified courses have implications for catalog copy, program sheets, prerequisite disclosure, transfer courses, and articulation identification. The attached Appendix D provides a detailed identification of programs, courses and curricula affected by the proposed changes.

If you have questions or concerns, please do not hesitate to contact me or Dr. Tim Oxley, Associate Dean. The second page of this document is the signature page. Please sign and send back to me at your earliest convenience.

By signing here, you are indicating your college's/school's notification of this proposal.

College/School	Dean	Signature
College of Liberal Arts	Dr. Deanna Shields	
College of Science and Technology	Dr. Anthony Gilberti	
School of Education, Health & Human Performance	Dr. Carolyn Crislip-Tacy	<i>Carolyn Crislip-Tacy</i>
School of Fine Arts	Dr. Constance Edwards	
School of Nursing & Allied Health	Dr. Sharon Boni	<i>Sharon Boni</i>

By signing here, you are indicating your college's/school's notification of this proposal.

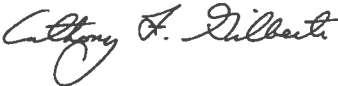
College/School	Dean	Signature
College of Liberal Arts	Dr. Deanna Shields	
College of Science and Technology	Dr. Anthony Gilberti	
School of Education, Health & Human Performance	Dr. Carolyn Crislip-Tacy	
School of Fine Arts	Dr. Constance Edwards	<i>CEdwards</i>
School of Nursing & Allied Health	Dr. Sharon Boni	

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College/School	Dean	Signature
College of Liberal Arts	Dr. Deanna Shields	<i>Deanna Shields</i>
College of Science and Technology	Dr. Anthony Gilberti	
School of Education, Health & Human Performance	Dr. Carolyn Crislip-Tacy	
School of Fine Arts	Dr. Constance Edwards	
School of Nursing & Allied Health	Dr. Sharon Boni	



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College/School	Dean	Signature
College of Liberal Arts	Dr. Deanna Shields	
College of Science and Technology	Dr. Anthony Gilberti	
School of Education, Health & Human Performance	Dr. Carolyn Crislip-Tacy	
School of Fine Arts	Dr. Constance Edwards	
School of Nursing & Allied Health	Dr. Sharon Boni	

**Oxley, Timothy**

---

**Sent:** Friday, February 07, 2014 3:16 PM  
**To:** Oxley, Timothy  
**Subject:** New Course Numbers

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hi,

You may use BSBA 2211, 2212, 2221 for Econ 2201, 2202, and FINC 2201 respectively. Please let me know if you have other questions.

*Evie*

Evie Brantmayer  
Registrar  
Fairmont State University &  
Pierpont Community & Technical College  
1201 Locust Avenue  
Fairmont, WV 26554  
(304) 367-4141

*January 17 – Last day for current students (those who were registered last fall) to add classes for the full spring term. This deadline will be strictly enforced.*