



Bob Morrison, Valuation & Forensic Accountant, Joins Adjunct Faculty of Stetson University's School of Business Administration

ORLANDO, FLORIDA -- Stetson University's School of Business Administration recently announced that Robert B. Morrison, ASA BV/IA, has joined its adjunct faculty and will be developing and teaching a Principles of Business Valuation course. The course, the first of its kind for Stetson, will be offered during the Fall 2015 term and will be an elective available to undergraduate and graduate business students.

According to Morrison, "There is a real need for this type of course, as business and intangible asset values have become critical considerations in business transactions and in the application of global and U.S. accounting rules. This cutting-edge course will provide Stetson students with valuation expertise that most accounting and investment banking firms are seeking in new hires."

To his teaching role, Morrison brings both the Accredited Senior Appraiser (ASA) designation with the Intangible Asset (IA) appraisal specialty from ASA and more than 20 years of experience providing valuation, forensic and litigation consulting services. In addition, he holds business degrees from the University of Central Florida and Miami University. He is the elected Chairman of the Business Valuation Committee of the ASA and is the Chairman-Elect of the International Institute of Business Valuators (IIBV). Morrison has taught globally for both the ASA and the IIBV, including a summer 2014 course taught in Melbourne, Australia.

Morrison is the Managing Director of Morrison Valuation & Forensic Services, LLC, a full-service business valuation and forensic accounting firm providing business valuations for financial reporting, estate and gift, and sale and purchase purposes; forensic accounting investigations for civil and criminal matters; and consulting and testifying expert witness services in commercial disputes. Members of the firm frequently are also appointed in state and federal courts as a court-appointed neutral.

Founded in 1883, [Stetson University](#) is the oldest private university in Central Florida, providing a transforming education in the liberal arts tradition. Stetson stresses academic excellence and community-engaged learning, and consistently earns high marks in national rankings. Stetson encourages its students to go beyond success to significance in their lives, the lives of others and their communities. [Stay connected](#) with Stetson on social media.