
56 Business Administration

Purpose

The purpose of the Department of Business Administration is, “*To facilitate the development of business leaders who are personally discerning, professionally competent, and who will influence their organizations, professions, and culture from a biblical world view.*” Given our vision as a department, our broader mission is to provide students with an education in business theory and practice from a distinctly Christian paradigm. To effectively foster academic achievement and personal character, we purpose to create an environment characterized by excellence in teaching, service, intellectual contribution, and collegiality.

Essential to our mission is the creation of a learning environment that encourages, stimulates, and challenges students and faculty to maximize their personal potential in their chosen field of academic endeavor. To facilitate this learning environment, we will use a value-centered curriculum enhanced by an extensive information technology system and a series of personal and professional development seminars. In addition, across the curriculum, we have integrated ethical considerations, global awareness, and an emphasis on oral and written communication skills. *The distinctive competency of our program is the integration of biblical truth within each of the business disciplines.*

In light of our mission, the department has established the following goals:

1. We will create a learning environment that encourages, stimulates, and challenges students to maximize their personal potential in the chosen field of academic endeavor.
2. We will create a value-centered curriculum enhanced by an emphasis on topics critical to the student’s competency in the world of work.
3. We will provide faculty with professional and academic opportunities to enhance both teaching competencies and intellectual contributions.
4. We will encourage the relationship between the Department and significant constituencies that impact our mission and its implementation.

Personal Requirements

A college preparatory curriculum in high school provides the best preparation for the bachelor degree programs in the Department of Business Administration. Three or four years of high school mathematics, including calculus, are recommended for students anticipating graduate study in business. No previous coursework in bookkeeping or accounting is necessary. Because of extensive computer utilization in the business curriculum, electives in computer programming or software packages may prove to be helpful.

Faculty

Marinus Hazen, *Chairman*: Associate Professor of Accounting. *Education*: B.B.A., Ohio University, 1963; M.B.A., Ohio University, 1964; C.P.A., State of Ohio, 1965; all work completed for D.B.A. except dissertation, Cleveland State University. At Cedarville since 1983.

Richard Baldwin, Professor of Management. *Education*: B.S.E.E., Iowa State University, 1955; M.B.A., University of Dayton, 1968; L.L.B., LaSalle Correspondence University, 1973; Ph.D., The Ohio State University, 1987; President’s Fellow, American Graduate College of International Management, interim, 1987. At Cedarville since 1975.

Jeffrey Fawcett, Associate Professor of Marketing. *Education*: B.A., Cedarville University, 1982; M.B.A., University of Baltimore, 1986; D.B.A., Cleveland State University, 1999. At Cedarville since 1987.

Timothy Hansell, Assistant Professor of Management Information Systems. *Education*: B.S., Wright State University, 1982; M.S., Ohio State University, 1990. At Cedarville since 1998.

Charles Hartman, Associate Professor of Business Law and Accounting. *Education*: B.A., Michigan State University, 1984; M.B.A., Michigan State University, 1984; J.D., University of Dayton School of Law, 1997. At Cedarville since 1989.

Sharon Johnson (Mr.), Professor of Management. *Education*: B.S., Florida State University, 1969; M.B.A. Florida State University, 1973; D.B.A., Florida State University, 1978. At Cedarville since 1993.

John LeBlanc, Associate Professor of Management. *Education*: B.S., Southern Illinois University, 1974; M.B.A., Southern Illinois University, 1976. At Cedarville since 1999.

William Ragle, Assistant Professor of Finance. *Education*: B.S., Stephen F. Austin State University, 1976; M.B.A., University of North Texas, 1988; Ph.D., University of North Texas, 1996. At Cedarville since 1995.

Lance Revenaugh, Associate Professor of Management Information Systems. *Education*: B.B.A., Baylor University, 1984; M.B.A., Baylor University, 1985; Ph.D., Arizona State University, 1992. At Cedarville since 2000.

David Rotman, Director of Computer Services; Associate Professor of Management Information Systems. *Education*: B.S., Taylor University, 1968; M.A.T., Indiana University, 1972; C.D.P., Institute for Certification of Computer Professionals, 1980; Ph.D., Nova University, 1994. At Cedarville since 1984.

David Schmidt, Assistant Professor of Management. *Education*: B.S., University of Nebraska at Kearney, 1974; M.A., University of Nebraska, 1992; M.B.A., University of Nebraska, 1995; all work completed for Ph.D. except dissertation, University of Nebraska. At Cedarville since 1998.

Galen Smith, Professor of Economics. *Education*: B.A., Washburn University, 1966; M.S., Kansas State University, 1968; M.Div., Grace Theological Seminary, 1978; D.Min., Trinity Evangelical Divinity School, 1998. At Cedarville since 1981.

Sarah Smith, Associate Professor of Accounting. *Education*: B.A., Cedarville University, 1975; M.A., Virginia Polytechnic Institute and State University, 1976; Ph.D., Virginia Polytechnic Institute and State University, 1982. At Cedarville since 1980.

Kenneth St. Clair, Associate Professor of Business. *Education*: B.S., University of Illinois, 1956; C.P.A., State of Ohio, 1962; M.S., University of Illinois, 1963; graduate study, University of Nebraska, 1964-65; Southwestern Baptist Theological Seminary, 1986-87. At Cedarville since 1959.

Susan Terkelsen, Assistant Professor of Office Communication. *Education*: B.A., Cedarville University, 1988; M.A., Miami University, 1989. At Cedarville since 1999.

Ronald Walker, Professor of Management Science. *Education*: B.S., Bowling Green State University, 1965; M.S., University of Michigan, 1966; D.B.A., Kent State University, 1986. At Cedarville since 1978.

Bert Wheeler, Associate Professor of Economics. *Education*: B.S., University of Tennessee, 1981; M.A., University of Tennessee, 1984; Ph.D., University of Tennessee, 1985. At Cedarville since 1992.

Richard Wolf, Assistant Professor of Management Information Systems. *Education*: B.S., University of Maryland, 1992; M.S., George Washington University, 1995. At Cedarville since 1996.

Duane Wood, Academic Vice President; Professor of Management. *Education*: B.S.M.E., Rose-Hulman Institute of Technology, 1964; M.B.A., Butler University, 1968; D.B.A., Indiana University, 1974. At Cedarville since 1987.

Clifford Fawcett, Professor Emeritus of Management. *Education*: B.S.E.E., University of Maryland, 1958; M.B.A., American University, 1970; D.B.A., George Washington University, 1976. At Cedarville since 1983.

Programs of Study

The Department of Business Administration offers the following programs:

Majors in:

Accounting
End-User Information Systems
Finance
International Studies: Global Economics and International Business
Management Information Systems
Management
Marketing

Minors in:

Business Administration
Christian Ministries Management
Economics
International Business
Management Information Systems

Business Advisory Board

The Business Advisory Board consists of entrepreneurs, business leaders and educators representing diverse areas of business. Through annual meetings, these experts advise the University and evaluate its plans for strengthening Cedarville's position of leadership in undergraduate business education.

Board members include:

Ronald Baker, GE Aircraft Engines
John Field, Wallace, and Turner, Incorporated
Ronald W. Ferner, Philadelphia College of the Bible
George Guritz, Shepherd Financial Group, Incorporated
Rajshekhar Javalgi, Cleveland State University
Wayne Leininger, Virginia Tech
Delmar R. Mohler, Moody Bible Institute
Mike Stephens, Greene Memorial Hospital
Robert Paganelli, Inoex, Incorporated
Lorne Scharnberg, KATECHO, Incorporated
Doug Smith, Baja Marine Corporation

Career Opportunities

Graduate and professional schools welcome Cedarville University graduates. Careers pursued by graduates include:

accountant
administrative assistant/office manager
auditor
banker
church financial manager
computer network manager
computer software specialist/trainer
controller
financial analyst
human resource manager
marketing researcher
production manager
programmer
purchasing manager
retail manager
sales manager
salesperson
securities broker

Admission and Degree Requirements

Although students in the Department of Business Administration are not required to apply for admission to the department, continuation is based upon performance in the core business requirements and satisfactory completion of course prerequisites. Students entering their junior year will be reviewed for continuation by the department chairman.

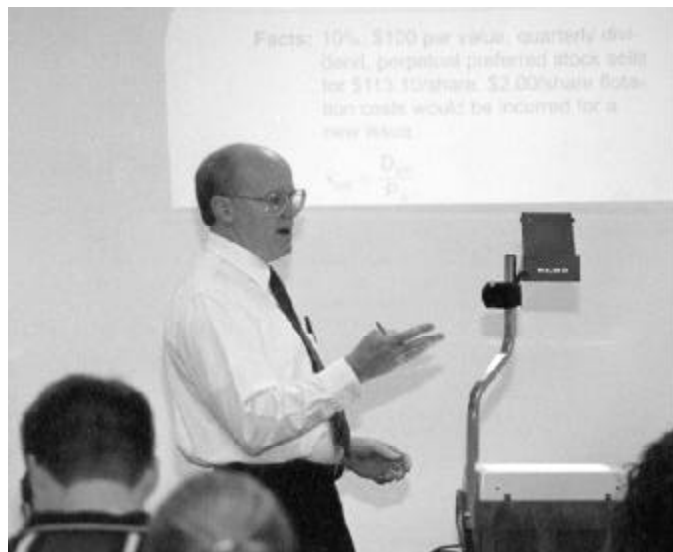
Students majoring in business must earn at least a 2.0 grade point average in all sophomore level business courses required for their major in order to graduate with a degree in a business major.

Students majoring in business must earn a C- in any prerequisite business course before being allowed to enter the subsequent course for which that course is a prerequisite. Waivers to this requirement are made only in exceptional circumstances and such waivers require the approval of the chair of the department in consultation with the teacher responsible for the subsequent course.

In general, business majors should complete all 200-level business core courses before beginning a 300-level business course. Before taking a 400-level Department of Business Administration course, students must have satisfactorily completed all 200-level Department of Business Administration core courses required for their major. Waivers to this requirement are made only in exceptional circumstances and such waivers require the approval of the department chairman.

To graduate with a major from the Department of Business Administration, students must earn at least a 2.0 cumulative average in all courses required for their major and at least a C- in all courses taken to meet a specific requirement in their major (cognate courses not included).

Every major and minor offered by the Department of Business Administration requires that a minimum of 50% of the business courses in the Business Administration core and 50% of the specific business courses required for each major or minor be earned at Cedarville University. Any CLEP or Advanced Placement credits earned are not considered to be earned at Cedarville University.



Dr. William Ragle shares financial principles that will prepare students for successful business careers.

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Accounting

The **accounting major** prepares students for careers in private, public, and corporate accounting as well as other business-related areas.

Course requirements involve 82 quarter hours including:

<i>Business administration core requirements</i>	56
ACCT-211,212 Principles of Accounting I, II	10
BUS-100 Business Prologue	1
BUS-211,212 Statistics I, II	6
BUS-218 Business Law I	4
BUS-299 Personal Development (3 quarters)	0
BUS-311 Decision Analysis	3
BUS-399 Professional Development (3 quarters)	0
BUS-442 Business Ethics and Social Responsibility	3
BUS-499 Executive Development (3 quarters)	0
ECON-233 Microeconomics	4
ECON-234 Macroeconomics	4
FIN-371 Financial Management of the Firm	4
MGMT-350 Principles of Organization and Management	4
MGMT-451 Administrative Policy and Strategy	4
MIS-120 Software Tools	2
MIS-220 Computer Information Systems	3
MRKT-360 Principles of Marketing	4
<i>Accounting requirements</i>	26
ACCT-311,312,313 Intermediate Accounting I,II,III	9
ACCT-317 Cost Accounting	5
ACCT-411 Federal Income Taxes	4
ACCT-412 Auditing	4
ACCT-413 Advanced Accounting	4
<i>Additional required cognate:</i>	
*GMTH-190 Calculus for Business	5
*satisfies mathematics General Education Requirement	

Accounting Major Curriculum Summary

Proficiency requirements	0-8
Other General Education Requirements	75-95
Accounting & Business Administration requirements	82
Required cognates	5
Electives	12-32
Total (minimum, not including proficiency)	192

The **CPA concentration in accounting** satisfies the requirements of public accounting firms and prepares students to take the CPA examination in 2000 and beyond. The state of Ohio and many other states require those taking the CPA examination in their states to complete additional course work beyond what is necessary for the normal undergraduate accounting major. To qualify to take the CPA examination, students must complete 225 quarter hours of undergraduate or graduate education, including coverage in specific accounting, business, and elective courses.

Successful completion of the accounting major requirements and the CPA concentration requirements will qualify candidates for the CPA examination in the state of Ohio. To qualify for the CPA examination in other states students should contact the appropriate state board of accountancy regarding the respective examination requirements.

Course requirements include:

ACCT-315 Accounting Information Systems	3
ACCT-415 Government and Nonprofit Accounting	4
ACCT-421 Advanced Taxation	4
ACCT-481 Senior Seminar in Accounting	2
BUS-318 Business Law II	4
MGMT-355 Organizational Behavior	4
Electives	12

A complete description of the General Education Requirements is found on page 30.

Suggested Four-Year Curriculum for the Accounting Major

First year:

BEGE-171 The Christian Life	4
BEGE-172 Introduction to Bible Study	4
BUS-100 Business Prologue	1
COM-110 Fundamentals of Speech	5
ENG-110 English Composition I	5
ENG-140 English Composition II	5
GMTH-190 Calculus for Business	5
GSS-100 Foundations of Social Science	5
HUM-140 Introduction to the Humanities	5
MIS-120 Software Tools	2
PEF-199 P.A.C.L.	2
Biology elective	5
Physical Education elective	1
Total	49

Second year:

ACCT-211,212 Principles of Accounting I,II	10
BEGE-273 Old Testament Survey	4
BEGE-274 New Testament Survey	4
BUS-211,212 Statistics I,II	6
BUS-218 Business Law I	4
BUS-299 Personal Development (3 quarters)	0
ECON-233 Microeconomics	4
ECON-234 Macroeconomics	4
MIS-220 Computer Information Systems	3
History elective	5
Literature elective	5
Total	49

Third year:

ACCT-311,312,313 Intermediate Accounting I,II,III	9
ACCT-317 Cost Accounting	5
BEGE-375 God and History	4
BEGE-376 God and the Church	4
BUS-311 Decision Analysis	3
BUS-399 Professional Development (3 quarters)	0
FIN-371 Financial Management of the Firm	4
MGMT-350 Principles of Organization and Management	4
MRKT-360 Principles of Marketing	4
Physical Science elective	5
Electives	6
Total	48

Fourth year:

BUS-442 Business Ethics and Social Responsibility	3
BUS-499 Executive Development (3 quarters)	0
MGMT-451 Administrative Policy and Strategy	4
ACCT-411 Federal Income Taxes	4
ACCT-412 Auditing	4
ACCT-413 Advanced Accounting	4
Humanities elective	4
Social Science/Global Awareness elective	4
Electives	19
Total	46

End-User Information Systems

The **end-user information systems (EUIS) major** prepares students for careers working with computers. This major is designed to prepare students for careers in a wide variety of work settings that rely on end-user computerized information technologies to accomplish organizational goals. EUIS graduates learn to analyze, apply, implement, and evaluate information systems technologies. Potential job titles are organizational and end-user information systems manager, information center manager, corporate trainer, and end-user support specialist.

The EUIS bachelor degree follows a nationally recognized model curriculum, “Organizational and End-User Information Systems” by the Office Systems Research Association (OSRA).

Course requirements involve 81 quarter hours including:

<i>Business administration core requirements</i>	54
ACCT-211,212 Principles of Accounting I,II	10
BUS-100 Business Prologue	1
BUS-211,212 Business Statistics I,II	6
BUS-218 Business Law I	4
BUS-299 Personal Development (3 quarters)	0
BUS-311 Decision Analysis	3
BUS-399 Professional Development (3 quarters)	0
BUS-442 Business Ethics and Social Responsibility	3
BUS-499 Executive Development (3 quarters)	0
COM-331 Communication in the Information Age	3
ECON-233 Microeconomics	4
ECON-234 Macroeconomics	4
FIN-371 Financial Management of the Firm	4
MGMT-350 Principles of Organization and Management	4
MGMT-451 Administrative Policy and Strategy	4
MRKT-360 Principles of Marketing	4
<i>Software Proficiencies</i>	0-16
EUIS-100 Word Processing Concepts and Applications	4
EUIS-101 Presentation Graphics Concepts and Applications	4
EUIS-200 Spreadsheet Concepts and Applications	4
EUIS-201 Records Management/Database Concepts and Applications	4
Keyboard at 40 wpm	
Software and keyboarding/formatting proficiencies are met by passing software exams or by completing the courses by the end of the sophomore year. No academic credit is given for passing the exams.	
<i>End-User Information Systems Requirements</i>	27-31
EUIS-210 Business Communications	4
EUIS-300 End-User Information Systems and Technologies	4
EUIS-400 Trends, Issues, and Cases in End-User Information Systems	3
EUIS-401 End-User Information Systems Internship	1-5
COM-333 Organizational Training	4
MIS-326 Systems Analysis	4
One course from the following:	3
COM-323 Organizational Communication	3
COM-324 Interpersonal Communication	3
COM-325 Interviewing	3

One course from the following:	4
MGMT-353 Human Resources Management	4
MGMT-355 Organizational Behavior	4

Additional required cognate:

*GMTH-190 Calculus for Business	5
*satisfies mathematics General Education Requirement	

End-User Information Systems Major Curriculum Summary

Proficiency requirements	0-8
Proficiency requirements (EUIS)	0-16
Other General Education Requirements	75-95
Business Administration core	54
EUIS core	27-31
Required cognate	5
Electives	0-31
Total (minimum, not including proficiency)	192



Students receive extensive instruction while using the latest technology and equipment.

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A complete description of the General Education Requirements is found on page 30.

Suggested Four-Year Curriculum for the End-User Information Systems Major

First year:

BEGE-171 The Christian Life	4
BEGE-172 Introduction to Bible Study	4
BUS-100 Business Prologue	1
COM-110 Fundamentals of Speech	5
ENG-110 English Composition I	5
ENG-140 English Composition II	5
EUIS-100 Word Processing Concepts and Applications	4
EUIS-101 Presentation Graphics Concepts and Applications ...	4
GMTH-190 Calculus for Business	5
GSS-100 Foundations of Social Science	5
HUM-140 Introduction to the Humanities	5
OSYS-100,101 Keyboarding or Speedbuilding/Formatting	2
PEF-199 P.A.C.L.	2
Physical Education elective	1
Total	52

Second year:

ACCT-211,212 Principles of Accounting I,II	10
BEGE-273 Old Testament Survey	4
BEGE-274 New Testament Survey	4
BUS-211,212 Statistics I,II	6
BUS-218 Business Law I	4
BUS-299 Personal Development (3 quarters)	0
ECON-233 Microeconomics	4
ECON-234 Macroeconomics	4
EUIS-200 Spreadsheet Concepts and Applications	4
EUIS-201 Records Management/Database Concepts and Applications	4
EUIS-210 Business Communication	4
Total	48

Third year:

BEGE-375 God and History	4
BEGE-376 God and the Church	4
BUS-311 Decision Analysis	3
BUS-399 Professional Development (3 quarters)	0
COM-323,324, or 325	3
COM-331 Communication in the Information Age	3
EUIS-300 End-User Information Systems and Technologies	4
FIN-371 Financial Management of the Firm	4
MGMT-350 Principles of Organization and Management	4
MIS-326 Systems Analysis	4
MRKT-360 Principles of Marketing	4
Literature elective	5
Social Science/Global Awareness elective	4
Physical Science elective	5
Total	51

Fourth year:

BUS-442 Business Ethics and Social Responsibility	3
BUS-499 Executive Development (3 quarters)	0
COM-333 Organizational Training	4
EUIS-400 Trends, Issues, and Cases in End-User Information Systems	3
EUIS-401 End-User Information Systems Internship	1-5
MGMT-451 Administrative Policy and Strategy	4
MGMT-353 or 355	4
Biology elective	5
History elective	5
Humanities elective	5
Electives	8
Total	42-46



Advanced computer resources in the classroom give students practical experience with industry standard business software applications.

Finance

The **finance major** prepares students for careers as financial analysts, security analysts, financial planners, or account executives within the banking, insurance, and securities industries and other commercial concerns.

Course requirements involve 82 quarter hours:

<i>Business administration core requirements</i>	56
ACCT-211,212 Principles of Accounting I, II	10
BUS-100 Business Prologue	1
BUS-211,212 Statistics I, II	6
BUS-218 Business Law I	4
BUS-299 Personal Development (3 quarters)	0
BUS-311 Decision Analysis	3
BUS-399 Professional Development (3 quarters)	0
BUS-442 Business Ethics and Social Responsibility	3
BUS-499 Executive Development (3 quarters)	0
ECON-233 Microeconomics	4
ECON-234 Macroeconomics	4
FIN-371 Financial Management of the Firm	4
MGMT-350 Principles of Organization and Management	4
MGMT-451 Administrative Policy and Strategy	4
MIS-120 Software Tools	2
MIS-220 Computer Information Systems	3
MRKT-360 Principles of Marketing	4

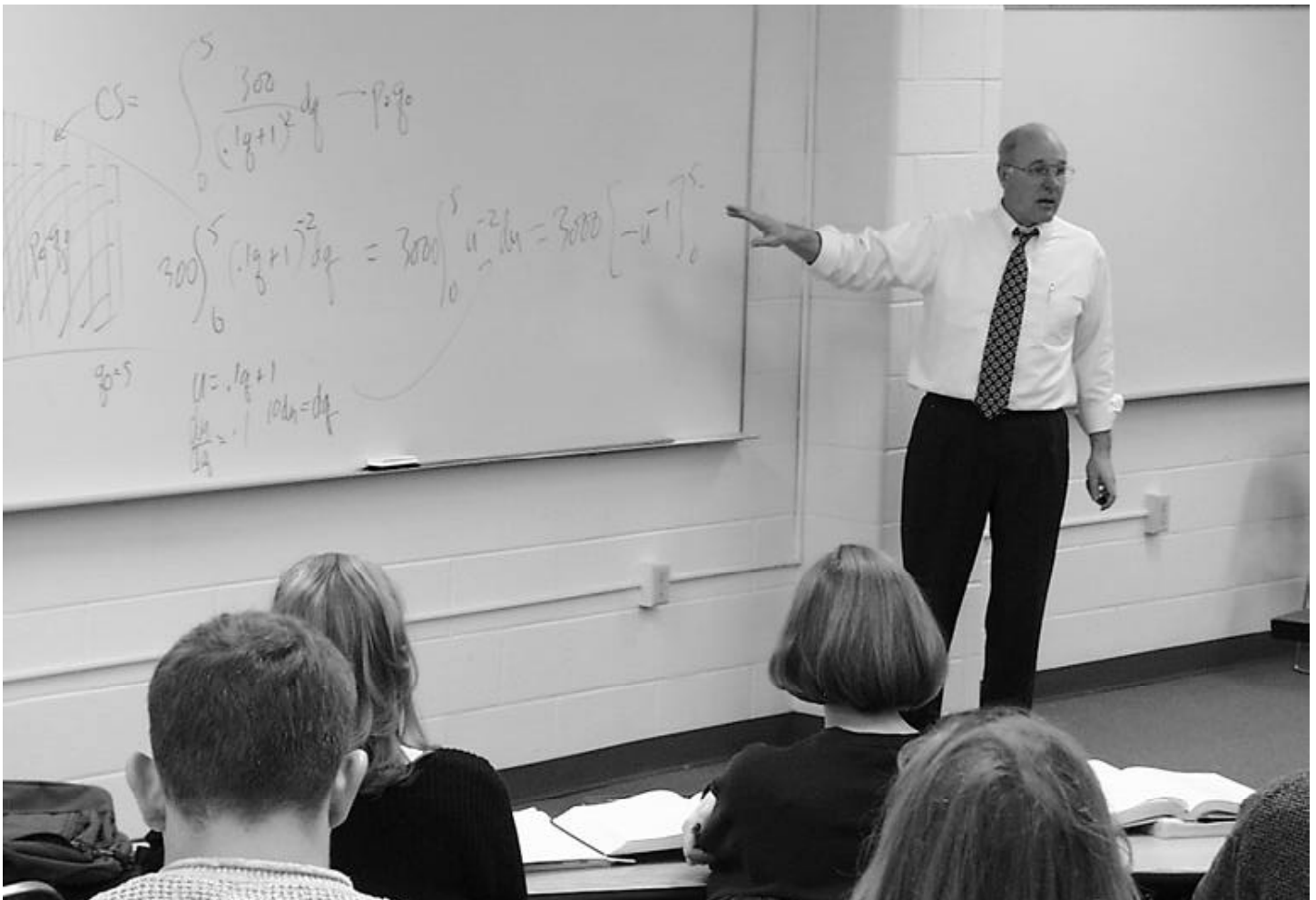
<i>Finance requirements</i>	26
ACCT-311,312 Intermediate Accounting I,II	6
FIN-331 International Money and Capital Markets	4
FIN-373 Investments	4
FIN-472 Business Valuation	4
300 and 400-level Finance electives	8

Additional required cognate:

*GMTH-190 Calculus for Business	5
*satisfies mathematics General Education Requirement	

International Studies—Global Economics and International Business

The global economics and international business program prepares students for careers in international business. Offered as a part of the University's international studies program, the major is described in detail in the interdisciplinary studies section of the catalog on page 118.



Professor of Management Science Dr. Ron Walker's management courses have prepared students for the work place and graduate schools since 1978.

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Management

The **management major** provides a broad background for managerial careers in virtually every type of organization, including manufacturing, retailing, financial, and service industries, as well as governmental agencies. Management majors focus on organizational dynamics and operations, as well as international issues that affect various types of organizations. Reflecting the broad scope of the management major, students can select courses within the major suited to their area of interest, whether it be organizational leadership, human resources management, or operations management.

Course requirements involve 80 quarter hours including:

<i>Business administration core requirements</i>	56
ACCT-211,212 Principles of Accounting I,II	10
BUS-100 Business Prologue	1
BUS-211,212 Statistics I,II	6
BUS-218 Business Law I	4
BUS-299 Personal Development (3 quarters)	0
BUS-311 Decision Analysis	3
BUS-399 Professional Development (3 quarters)	0
BUS-442 Business Ethics and Social Responsibility	3
BUS-449 Executive Development (3 quarters)	0
ECON-233 Microeconomics	4
ECON-234 Macroeconomics	4
FIN-371 Financial Management of the Firm	4
MGMT-350 Principles of Organization and Management	4
MGMT-451 Administrative Policy and Strategy	4
MIS-120 Software Tools	2
MIS-220 Computer Information Systems	3
MRKT-360 Principles of Marketing	4
<i>Management requirements</i>	24
MGMT-352 Production and Operations Management	4
MGMT-355 Organizational Behavior	4
MGMT-357 International Management	4
Courses chosen based on the student's interest area	12
Organizational leadership:	
COM-406 Organizational Leadership	4
MGMT-455 Advanced Topics in Organizational Behavior	4
Any course chosen from the following list (selected with advisor's consent):	
MGMT-351 Small Business Management	4
MGMT-353 Human Resources Management	4
MGMT-354 Management Science	4
MGMT-452 Purchasing and Materials Management	4
MGMT-453 Industrial Relations Management	4
MGMT-456 Organizational Change and Development	4
MGMT-457 Advanced Topics in Operations Management	4
Human Resource Management:	
MGMT-353 Human Resources Management	4
MGMT-456 Organizational Change and Development	4
Any course chosen from the following list (selected with advisor's consent):	
COM-326 Organizational Negotiation	4
COM-333 Organizational Training	4
MGMT-453 Industrial Relations Management	4
PSYCH-364 Industrial/Organizational Psychology	4
Operations Management:	
MGMT-354 Management Science	4
MGMT-453 Purchasing and Materials Management	4
MGMT-457 Advanced Topics in Operations Management	4

Additional required cognate:

*GMTH-190 Calculus for Business	5
*satisfies mathematics General Education Requirement	

Management Major Curriculum Summary

Proficiency requirements	0-8
Other General Education Requirements	75-95
Business Administration Core Requirements	56
Management Major Requirements	24
Required Cognate	5
Electives	12-32
Total (minimum, not including proficiencies)	192

A complete description of the General Education Requirements is found on page 30.

Suggested Four-Year Curriculum for the Management Major

First year:

BEGE-171 The Christian Life	4
BEGE-172 Introduction to Bible Study	4
BUS-100 Business Prologue	1
COM-110 Fundamentals of Speech	5
ENG-110 English Composition I	5
ENG-140 English Composition II	5
GMTH-190 Calculus for Business	5
GSS-100 Foundations of Social Science	5
HUM-140 Introduction to the Humanities	5
MIS-120 Software Tools	2
PEF-199 P.A.C.L.	2
History elective	5
Physical education elective	1
Total	49

Second year:

ACCT-211,212 Principles of Accounting I,II	10
BEGE-273 Old Testament Survey	4
BEGE-274 New Testament Survey	4
BUS-211,212 Statistics I,II	6
BUS-218 Business Law I	4
BUS-299 Personal Development (3 quarters)	0
MIS-220 Computer Information Systems	3
ECON-233 Microeconomics	4
ECON-234 Macroeconomics	4
Biology elective	5
Literature elective	5
Total	49

Third year:

BEGE-375 God and History	4
BEGE-376 God and the Church	4
BUS-311 Decision Analysis	3
BUS-399 Professional Development (3 quarters)	0
FIN-371 Financial Management of the Firm	4
MGMT-350 Principles of Organization and Management	4
MRKT-360 Principles of Marketing	4
Major requirements	8
Social science/global awareness elective	4
Electives	12
Total	47

Fourth year:

BUS-442 Business Ethics and Social Responsibility	3
BUS-499 Executive Development (3 quarters)	0
MGMT-451 Administrative Policy and Strategy	4
Humanities elective	4
Major requirements	16
Physical science elective	5
Electives	15
Total	47

Management Information Systems

The **management information systems major** prepares students for computer careers such as programmers, systems analysts, and MIS directors. The curriculum follows guidelines established by the Association of Information Technology Professionals for the training of information system professionals.

Course requirements involve 82 quarter hours including:

<i>Business administration core requirements</i>	57
ACCT-211,212 Principles of Accounting I, II	10
BUS-100 Business Prologue	1
BUS-211,212 Statistics I, II	6
BUS-218 Business Law I	4
BUS-299 Personal Development (3 quarters)	0
BUS-311 Decision Analysis	3
BUS-399 Professional Development (3 quarters)	0
BUS-442 Business Ethics and Social Responsibility	3
BUS-499 Executive Development (3 quarters)	0
ECON-233 Microeconomics	4
ECON-234 Macroeconomics	4
FIN-371 Financial Management of the Firm	4
MGMT-350 Principles of Organization and Management	4
MGMT-451 Administrative Policy and Strategy	4
MIS-120 Software Tools	2
MIS-222 Structured Programming	4
MRKT-360 Principles of Marketing	4

<i>Management information systems requirements</i>	25
MIS-226 Modern Programming Tools	4
MIS-326 Systems Analysis	4
MIS-327 Systems Design	4
MIS-328 Database Development	4
MIS-421 Software Development	3
Electives chosen from:	6
ENGR-191 Digital Logic Design	4
MIS-300 or 400 elective courses	
Any computer science courses	

Additional required cognate:

*GMTH-190 Calculus for Business	5
*satisfies mathematics General Education Requirement	

Management Information Systems Major Curriculum

Summary

Proficiency requirements	0-8
Other General Education Requirements	75-95
MIS and Business Administration requirements	80
Required cognates	5
Electives	12-32
Total (minimum, not including proficiency)	192

A complete description of the General Education Requirements is found on page 30.

Suggested Four-Year Curriculum for the Management Information Systems Major

First year:

BUS-100 Business Prologue	1
BEGE-171 The Christian Life	4
BEGE-172 Introduction to Bible Study	4
COM-110 Fundamentals of Speech	5
ENG-110 English Composition I	5
ENG-140 English Composition II	5
GMTH-190 Calculus for Business	5
GSS-100 Foundations of Social Science	5
HUM-140 Introduction to the Humanities	5
MIS-120 Software Tools	2
PEF-199 P.A.C.L.	2
Humanities elective	4
Social Science/Global Awareness elective	4
Total	51

Second year:

ACCT-211,212 Principles of Accounting I,II	10
BEGE-273 Old Testament Survey	4
BEGE-274 New Testament Survey	4
BUS-218 Business Law	4
BUS-211,212 Statistics I,II	6
BUS-299 Personal Development (3 quarters)	0
MIS-222 Structured Programming	4
MIS-226 Modern Programming Tools	4
Biology elective	5
Literature elective	5
Physical Education elective	1
Total	47

Third year:

BEGE-375 God and History	4
BEGE-376 God and the Church	4
BUS-311 Decision Analysis	3
BUS-399 Professional Development (3 quarters)	0
ECON-233 Microeconomics	4
ECON-234 Macroeconomics	4
FIN-371 Financial Management of the Firm	4
MGMT-350 Principles of Organization and Management	4
MIS-326 Systems Analysis	4
MIS-327 Systems Design	4
MIS-328 Database Development	4
MRKT-360 Principles of Marketing	4
Physical Science elective	5
Total	48

Fourth year:

BUS-442 Business Ethics and Social Responsibility	3
BUS-499 Executive Development (3 quarters)	0
MGMT-451 Administrative Policy and Strategy	4
MIS-421 Software Development	3
MIS electives	6
History elective	5
Electives	25
Total	46

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Marketing

The **marketing major** prepares students for career opportunities in advertising, marketing management, marketing research and sales with retailers, manufacturers, financial institutions, and nonprofit organizations.

Course requirements involve 82 quarter hours including:

<i>Business administration core requirements</i>	56
ACCT-211,212 Principles of Accounting I, II	10
BUS-100 Business Prologue	1
BUS-211,212 Statistics I, II	6
BUS-218 Business Law I	4
BUS-299 Personal Development (3 quarters)	0
BUS-311 Decision Analysis	3
BUS-399 Professional Development (3 quarters)	0
BUS-442 Business Ethics and Social Responsibility	3
BUS-499 Executive Development (3 quarters)	0
ECON-233 Microeconomics	4
ECON-234 Macroeconomics	4
FIN-371 Financial Management of the Firm	4
MGMT-350 Principles of Organization and Management	4
MGMT-451 Administrative Policy and Strategy	4
MIS-120 Software Tools	2
MIS-220 Computer Information Systems	3
MRKT-360 Principles of Marketing	4

<i>Marketing requirements</i>	26
Marketing Core (12)	
MRKT-363 Marketing Research	4
MRKT-365 Buyer Behavior	4
MRKT-461 Marketing Strategy	4
Electives (14 hours selected from)	
MRKT-361 Sales Management	4
MRKT-366 Promotion Strategy	4
MRKT-367 Business to Business Marketing	4
MRKT-368 Nonprofit Marketing	4
MRKT-462 International Marketing	4
Professional Elective	2-4
(any 300 or 400 level business course not otherwise required for the Marketing major)	

Additional required cognate:

*GMTH-190 Calculus for Business	5
*satisfies mathematics General Education Requirement	

Finance and Marketing Majors Curriculum Summary

Proficiency requirements	0-8
Other General Education Requirements	75-95
Business administration core requirements	56
Finance or marketing major requirements	26
Required cognate	5
Electives	12-32
Total (minimum, not including proficiency)	192

A complete description of the General Education Requirements is found on page 30.

Suggested Four-Year Curriculum for the Finance and Marketing Majors

<i>First year:</i>	
BEGE-171 The Christian Life	4
BEGE-172 Introduction to Bible Study	4
BUS-100 Business Prologue	1
COM-110 Fundamentals of Speech	5
ENG-110 English Composition I	5
ENG-140 English Composition II	5
HUM-140 Introduction to the Humanities	5
GMTH-190 Calculus for Business	5
GSS-100 Foundations of Social Science	5
MIS-120 Software Tools	2
PEF-199 P.A.C.L.	2
History elective	5
Physical education elective	1
Total	49

<i>Second year:</i>	
ACCT-211,212 Principles of Accounting I,II	10
BEGE-273 Old Testament Survey	4
BEGE-274 New Testament Survey	4
BUS-211,212 Statistics I,II	6
BUS-218 Business Law I	4
BUS-299 Personal Development (3 quarters)	0
MIS-220 Computer Information Systems	3
ECON-233 Microeconomics	4
ECON-234 Macroeconomics	4
Biology elective	5
Literature elective	5
Total	49

<i>Third year:</i>	
BEGE-375 God and History	4
BEGE-376 God and the Church	4
BUS-311 Decision Analysis	3
BUS-399 Professional Development (3 quarters)	0
FIN-371 Financial Management of the Firm	4
MGMT-350 Principles of Organization and Management	4
MRKT-360 Principles of Marketing	4
Major requirements	8
Social science/global awareness elective	4
Electives	12
Total	47

<i>Fourth year:</i>	
BUS-442 Business Seminar	3
BUS-499 Executive Development (3 quarters)	0
MGMT-451 Administrative Policy and Strategy	4
Humanities elective	4
Major requirements	18
Physical science elective	5
Electives	13
Total	47

Minors

The minors offered by the Department of Business Administration are designed to provide a basic understanding of specific aspects of business.

Course requirements for the **minor in business administration** for the nonbusiness major involve 25 quarter hours including:

ACCT-211 Principles of Accounting I	5
ECON-233 Microeconomics	4
MGMT-350 Principles of Organization and Management	4
MRKT-360 Principles of Marketing	4
200 or 300-level courses chosen from the Business Administration Core	8

Course requirements for the **minor in Christian ministries management** for the nonbusiness major involve 23 quarter hours including:

ACCT-211 Principles of Accounting I	5
FIN-273 Church Business Administration	4
MGMT-350 Principles of Organization and Management	4
MGMT-353 Human Resources Management	4
MIS-120 Software Tools	2
MRKT-368 Nonprofit Marketing	4

Course requirements for the **minor in management information systems** involve 25 quarter hours including:

ACCT-211 Principles of Accounting I	5
MGMT-350 Principles of Organization and Management	4
MIS-220 Computer Information Systems	3
MIS-222 Structured Programming	4
(or ENGR-280 "C" Programming	3)
<i>Electives (selected from)</i>	9-10
MIS-226 Modern Programming Tools	4
Any 300 or 400-level MIS elective	6-10

Course requirements for the **minor in economics** involve 24 quarter hours including:

ECON-233 Microeconomics	4
ECON-234 Macroeconomics	4
ECON-331 International Money and Capital Markets	4
ECON-335 Comparative Economic Systems	4
300 or 400-level electives in economics	8

Course requirements for the **minor in international business for the business major** involve 24 hours including:

BUS-291 International Business	3
At least 12 hours from:	
ECON-335 Comparative Economic Systems	4
ECON-336 International Trade and Economics	4
MGMT-357 International Management	4
MRKT-462 International Marketing	4

At least 5 hours from:

ANTH-180 Cultural Anthropology	5
BEPH-226 Religion and Culture	5
COM-314 Intercultural Communication	4
POLS-365 International Relations	5

Course requirements for a **minor in international business for the nonbusiness major** involve 27 hours including:

BUS-291 International Business	3
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At least 8 hours from:

ECON-233 Microeconomics	4
ECON-234 Macroeconomics	4
MGMT-350 Principles of Organization and Management	4
MRKT-360 Principles of Marketing	4

At least 8 hours from:

ECON-335 Comparative Economic Systems	4
ECON-336 International Trade and Economics	4
MGMT-357 International Management	4
MRKT-462 International Marketing	4

Students interested in the **Computer/Technology teaching endorsement** must possess or be working toward the completion of a degree and licensure requirements in any of the current teaching licensure areas.

Course requirements involve 31 quarter hours including:

EDU-210 Technology in the Classroom	2
EDU-303 Introduction to Computers in Education	3
EDU-390 Practicum in Computer Technology	5
MIS-100 Introduction to Computers	2
MIS-120 Software Tools	2
MIS-220 Computer Information Systems	3
MIS-222 Structured Programming	4
MIS-226 Modern Programming Tools	4
MMT-271 Introduction to Interactive Media	3
MMT-275 Preproduction Planning for Multimedia	3

Office Systems Course Descriptions

OSYS-100 Keyboarding—A **2 hours**

Designed for the student to become more efficient in operating computer terminals and electronic keyboards. Focuses on developing speed, accuracy, and proofreading skills. Credit/no credit. (Fee: \$10)

OSYS-200 Desktop Publishing—W,Sp **3 hours**

Writing, assembling, and designing publications commonly found in businesses, such as newsletters, brochures, reports, and promotional materials using PageMaker software. (Fee: \$10)

OSYS-201 Medical Terminology/Transcription—W **4 hours**

Includes learning and using medical terms and keying medical dictation using the transcriber. Comprised of activities most often performed by the medical administrative assistant. The assignments and terminology are based on actual medical cases. Introduces the student to the American Association for Medical Transcription's (AAMT) new code of ethics and model. (Fee: \$20)

OSYS-289 OSYS Internship—Sp,Su **1-5 hours**

Practical business experience as an office employee; individually designed to meet the interests of the student. *Prerequisite: EUIS-100 Word Processing Concepts and Applications; EUIS-101 Presentation Graphics Concepts and Applications.*

Course Descriptions

Departmental Courses

Accounting

ACCT-211 Principles of Accounting I—A,W **5 hours**

An introduction to accounting for business organizations with an emphasis on financial statement preparation and interpretation. Topics include: the accounting cycle, present value, and accounting for stock and debt instruments. *Prerequisite: sophomore status.*

ACCT-212 Principles of Accounting II—W, Sp **5 hours**

A continuation of accounting for business organizations. Topics include: cash flow statements, investments, and managerial accounting concepts. *Prerequisite: ACCT-211 Principles of Accounting I.*

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ACCT-311 Intermediate Accounting I—A 3 hours

Theoretical concepts and accounting standards which form the basis for accounting practices, financial statement preparation, and analysis. Topics include: financial statement formats, present value, and accounting for receivables and inventory. *Prerequisite: ACCT-212 Principles of Accounting II.*

ACCT-312 Intermediate Accounting II—W 3 hours

Continuation of theoretical concepts and accounting standards that form the basis for accounting practices and financial statement preparation and analysis. Topics include: accounting for fixed assets, intangible assets, current liabilities, long-term debt, and stockholders' equity. *Prerequisite: ACCT-311 Intermediate Accounting I.*

ACCT-313 Intermediate Accounting III—Sp 3 hours

Continuation of theoretical concepts and accounting standards that form the basis for accounting practices and financial statement preparation and analysis. Topics include: accounting for EPS, income tax allocation, accounting changes, cash flows, leases, and pensions. *Prerequisite: ACCT-311,312 Intermediate Accounting I,II.*

ACCT-315 Accounting Information Systems—W 3 hours

A study of the flow of information through the accounting system emphasizing systems analysis and design, internal controls, and computer applications in the business environment. *Prerequisite: ACCT-212 Principles of Accounting II; MIS-220 Computer Information Systems; junior status.*

ACCT-317 Cost Accounting—Sp 5 hours

Principles of industrial and distribution cost accounting, job order and process cost systems, and standard costs. *Prerequisite: ACCT-212 Principles of Accounting II.*

ACCT-411 Federal Income Taxes—A 4 hours

Proper preparation of federal income tax returns for individuals, partnerships, and corporations. Students are introduced to income tax planning and the effect of income taxes on business decisions. *Prerequisite: ACCT-212 Principles of Accounting II.*

ACCT-412 Auditing—A 4 hours

A study of auditing standards and related auditing procedures. Topics include: evaluation of audit evidence, professional responsibilities, and auditors' reports and opinions. *Prerequisite: ACCT-313 Intermediate Accounting III.*

ACCT-413 Advanced Accounting—Sp 4 hours

A study of consolidated financial statements, foreign exchange, estates and trusts, branch accounting, and related problems. *Prerequisite: ACCT-313 Intermediate Accounting III.*

ACCT-415 Government and Nonprofit Accounting—Sp 4 hours

Accounting and reporting principles, standards, and procedures applicable to nonprofit organizations. *Prerequisite: ACCT-312 Intermediate Accounting II or permission of instructor.*

ACCT-417 Advanced Cost Accounting 4 hours

Advanced topics in accounting for manufacturing companies and the use of the computer in cost accounting applications. *Prerequisite: ACCT-317 Cost Accounting.* (even years)

ACCT-419 Advanced Accounting Problems—W 4 hours

Comprehensive review of the application of accounting principles, using specific problems and development of approaches to problem solving. Useful as intensive preparation for the CPA examination. *Prerequisite: ACCT-313 Intermediate Accounting III.*

ACCT-421 Advanced Taxation—W 4 hours

An examination of the tax provisions governing C Corporations, corporations, partnerships, and estates. Analyzes international and multi-state taxation of corporations. *Prerequisite: ACCT-411 Federal Income Taxes.*

ACCT-481 Senior Seminar in Accounting 2 hours

A forum for discussion of contemporary topics and issues in accounting. Current issues will be chosen from topics in financial and managerial accounting, auditing, tax, and governmental and nonprofit accounting. *Prerequisite: ACCT-317 Cost Accounting; ACCT-411 Federal Income Taxes; ACCT-412 Auditing.*

Business Administration

BUS-100 Business Prologue—Sp 1 hour

An introduction to the career opportunities in business and industry, a preview of the programs of study within business, and a look at ethical foundations for the study and practice of business as a Christian professional. This course must be taken the first available

quarter the student enters Cedarville University. Open to undeclared students and business majors only.

BUS-211 Statistics I—A,W 3 hours

An introduction to statistical methods used in business decision making. Techniques utilizing descriptive and inferential statistics are employed. *Prerequisite: GSCI-190 Calculus for Business.*

BUS-212 Statistics II—W,Sp 3 hours

A continuation of Statistics I further developing statistical methods used in business decision making. Emphasis is placed on inferential statistics and interpretation of computer generated output. *Prerequisite: BUS-211 Statistics I.*

BUS-218 Business Law I—A,Sp 4 hours

A study of the legal business law environment, contracts, sales, bailments, and property.

BUS-291 International Business—A 3 hours

To give a global perspective of the business environment, international business terms are defined and the interactions of the various actors, firms, institutions, countries, and groups of countries are developed. An environmental approach including both cultural and financial perspectives develops a broad view of the world economy.

BUS-299 Personal Development—A,W,Sp 0 hours

A program of activities to encourage the development of character traits in sophomore business students that are vital for their professional and personal growth. Sophomore business majors are required to maintain enrollment in this program for the three quarters of their sophomore year. (Fee: \$10)

BUS-311 Decision Analysis—A,W,Sp 3 hours

Introduces mathematical methods of decision analysis. Topics include: probability, forecasting, decision under uncertainty, decision trees, inventory models, linear programming, and networks. *Prerequisite: BUS-212 Statistics II; junior status.*

BUS-318 Business Law II—Sp 4 hours

A study of employee law, negotiable instruments, agency, partnership corporations, insurance, and will. *Prerequisite: BUS-218 Business Law I.*

BUS-340 Independent Study in Business Administration

Research in problems of accounting, management information systems, general business, economics, finance, management, marketing, or secretarial administration. 1-4 hours

BUS-341 Topics in Business 1-5 hours

A variety of courses are covered under this heading on an experimental basis. This allows the department to meet the changing needs of the students without formally adding or dropping courses on a quarterly basis.

BUS-345 Business Internship 4-16 hours

A work-study program designed for junior and senior business administration majors to receive a variety of job-related experiences in a business environment. The program is arranged and administered by the department.

BUS-399 Professional Development—A,W,Sp 0 hours

A program of activities that prepares students to investigate career alternatives and initiate a job search strategy. Junior business majors are required to maintain enrollment in this program for the three quarters of their junior year. (Fee: \$20/\$10/\$10)

BUS-442 Business Ethics and Social Responsibility—A,W,Sp

Ethics asks questions about what goals one should pursue and what actions are appropriate in attempts to achieve these goals. The class examines alternative frameworks for analyzing difficult situations. Social responsibility refers to business decision-making linked to ethical values, compliance with legal requirements, and respect for people, communities, and the environment. Ultimately, the class will deal with how our biblical worldview defines and drives the choices we face in the business world. Open only to seniors in business administration. 3 hours

BUS-499 Executive Development—A,W,Sp 0 hours

A program of professional development activities that prepares students to move into a corporate environment. Senior business majors are required to maintain enrollment in this program during their last three quarters. (Fee: \$10)

Economics

ECON-233 Microeconomics—A,W 4 hours

That area of economic inquiry that is concerned with the effect of human behavior on the conduct of affairs within rather narrowly defined units. It is the study of decision making regarding consumption, production, and exchange that is carried on by individual households and by business firms.

ECON-234 Macroeconomics—W,Sp 4 hours

That area of economic study that focuses on how human behavior affects outcomes in highly aggregated markets, such as the market for labor, or for consumer products. It is a study of the behavior of the economy as a whole, including the study of economic phenomena such as interest rates, the price level and national income, and output and employment. *Prerequisite: ECON-233 Microeconomics or permission of instructor.*

ECON-313 Government and Business—Sp 4 hours

A study of the governmental agencies and their effect on American business. Case studies and current events are developed to show the trends and status of various laws and regulations. The economic impact and difficulties which arise in managing a business are reviewed. *Prerequisite: ECON-233 Microeconomics.* (odd years)

ECON-331 International Money and Capital Markets—Sp 4 hours

A study of money, banking, and monetary theory, with particular emphasis on international financial markets. *Prerequisite: ECON-234 Macroeconomics or permission of instructor.*

ECON-334 History of Economic Thought—Sp 4 hours

Principal figures in the development of economic ideas, and the contribution of each period of economic thought from the mercantilist to the present. *Prerequisite: ECON-233 Microeconomics.* (even years)

ECON-335 Comparative Economic Systems—A 4 hours

Analysis of different types of economic systems. Special emphasis is placed on centralized planning from both a theoretical and empirical perspective. Centralized economic planning is compared and contrasted with a free-market distribution of resources. Individual country case studies are included. *Prerequisite: ECON-234 Macroeconomics or permission of instructor.* (odd years)

ECON-336 International Trade and Economics—W 4 hours

A study of international economic theory and international trade policy. The economic basis of trade and factor mobility, the benefits of international trade, and the barriers to international trade flows will be examined. *Prerequisite: ECON-233 Microeconomics or permission from instructor.*

ECON-337 Labor Economics 4 hours

An examination of the role of unions and the labor market in a free enterprise system. Emphasis is given to the impact of unions as a social institution in the collective bargaining process. Labor legislation and the labor movement are studied from both an historical and current perspective. *Prerequisite: ECON-233 Microeconomics.* (even years)

ECON-338 Economic Development and Political Economy—Sp 4 hours

A study of the interaction of political and economic systems to produce economic development and growth of nation states. A framework for analysis of development is explored and applied to specific case studies of both industrial and developing economics that have recently undergone significant change. *Prerequisite: ECON-234 Macroeconomics or permission of instructor.*

ECON-339 Public Finance—Sp 4 hours

A consideration of the financing of local, state, and federal governments. Much attention is given to three functions of government: stabilization, distribution, and allocation. All major taxes that are present in the United States are studied as to structure, revenue gained, and present status. *Prerequisite: ECON-234 Macroeconomics.* (even years)

End-User Information Systems

EUIS-100 Word Processing Concepts and Applications—A 4 hours

Designed to develop a working knowledge of word processing software and hardware components and to apply these concepts to various software applications. The student will create, format, edit, store, retrieve, and print different types of documents as well as apply advanced features of the software to expand basic documents. Also an overview of the current operating system.

EUIS-101 Presentation Graphics Concepts and Applications—W 4 hours

Designed to explain basic concepts of graphics software, give detailed information about the types of graphics that are available and when to use each type, demonstrate how to create each of the major types of graphics, and learn basic design concepts. (Fee: \$10)

EUIS-200 Spreadsheet Concepts and Applications—A 4 hours

Designed to identify concepts and terminology used with electronic spreadsheets and to identify tasks that can be accomplished with spreadsheet software. The students will be able to use the computer to create, format, edit, store, retrieve, and print worksheets, graphs, and charts.

EUIS-201 Records Management/Database Concepts and Applications—Sp 4 hours

Designed to introduce the student to database management systems. Fundamentals of database management concepts will be covered using a microcomputer database application package. Topics will include table design, query, maintenance, and reports. It will also provide an understanding of the field of records information management with emphasis on the application of management techniques needed to control recorded information in an organization. Emphasis will also be placed on using the standard ARMA filing rules.

EUIS-210 Business Communication—W 4 hours

Instruction for writing business letters, memos, and business reports. Oral business presentations, small group communication, and the communication process in general are also discussed. *Prerequisite: ENG-140 English Composition II.*

EUIS-300 End-User Information Systems and Technologies—W 4 hours

Highlights emerging technologies for office systems and end-user computers stressing the social and technical approach to explaining office information systems. The behavioral aspects—the human factors that intertwine with the technical factors—are as important as the technology. Both are considered in the light of the business processes of the organizations that they support. *Prerequisite: EUIS-100 Word Processing Concepts and Applications; EUIS-101 Presentation Graphics Concepts and Applications; EUIS-200 Spreadsheet Concepts and Applications; EUIS-201 Records Management/Database Concepts and Applications.* (Fee: \$10)

EUIS-400 Trends, Issues, and Cases in End-User Information Systems—Sp 3 hours

Designed to explore special topics related to the role of information systems in the various functional areas of contemporary business, to assist the student to envision and evaluate computer-based solutions to information systems problems by studying the historical and technological developments, and to provide the student with concepts for understanding information systems in the future. Capstone course.

EUIS-401 End-User Info Systems Internship—Sp 1-5 hours

Each student will gain work experience in a business/industry work site utilizing the skills related to the student's academic program and career objectives. The student will perform duties and services as assigned by the work supervisor and internship coordinator. Reports and assignments are required of the students completing the internship.

Finance

FIN-171 Personal Finance—A,Sp 4 hours

A study of the current principles and practices of establishing a lifetime program of personal money management. Topics include: the economy; theories of work and income; preparation of financial goals; budgets and reports; relevant biblical passages for giving; principles and practices of purchasing food, clothing, transportation, recreation, vacations, housing and home furnishings, insurance for homes, autos, health and life; and investments in the money market, bonds, stocks, mutual funds, real estate, precious metals and collectibles. Credit, borrowing, making money grow, retirement, social security, estate planning and income taxes are also studied. (Credit not applicable to meet business elective requirements.)

FIN-273 Church Business Administration—W 4 hours

A study of the principles and procedures of the financial management of the local church organization. (Credit not applicable to meet business elective requirements.)

FIN-331 International Money and Capital Markets—Sp 4 hours

A study of money, banking, and monetary theory, with particular emphasis on international financial markets. *Prerequisite: ECON-234 Macroeconomics, or permission of instructor.*

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FIN-371 Financial Management of the Firm—A,Sp 4 hours

A study of the practical and theoretical aspects of financial decision making. Topics include: cost of capital, capital structure, management of current assets, capital budgeting, sources of funds, and statement analysis. *Prerequisite:* ACCT-212 *Principles of Accounting II*; BUS-212 *Statistics II*.

FIN-373 Investments—W 4 hours

A study of the various types of investments including stocks, bonds, mutual funds, commercial, paper, options, and commodities. Particular emphasis is given to return and risk in developing investment strategies. *Prerequisite:* FIN-371 *Financial Management of the Firm*.

FIN-377 Security Analysis and Portfolio Management—Sp 4 hours

The theory and practice of security analysis techniques and portfolio management objectives. *Prerequisite:* FIN-373 *Investments*.

FIN-470 Senior Seminar in Finance 2 hours

A forum to discuss contemporary topics and issues in finance and provide guidance in areas of student career interest. *Prerequisite:* ACCT-312 *Intermediate Accounting II*; FIN-331 *Money and Capital Markets*; FIN-371 *Financial Management of the Firm*; FIN-373 *Investments*.

FIN-472 Business Valuation—W 4 hours

An advanced course in financial management, focusing on the valuation of business wealth. Introduction to standards of value, valuation methods for mergers, acquisitions, LBO's, reorganizations, workouts, and bankruptcy. *Prerequisite:* ACCT-312 *Intermediate Accounting II*; FIN-371 *Financial Management of the Firm*; or permission of instructor.

FIN-475 Financial Institution Administration—A 4 hours

An integrated and comprehensive analysis of the management of financial institutions considering the unique problems faced by each type of institution. *Prerequisite:* FIN-331 *Money and Capital Markets*. (Fee: \$20)

FIN-479 Case Problems in Financial Management—Sp 4 hours

Case study of financial management in business enterprises. Planning current and long-term financial needs, profit planning, funds allocation, dividend policy, expansion, and combination. *Prerequisite:* FIN-472 *Business Valuation*. (even years)

Management

MGMT-350 Principles of Organization and Management—A,W,Sp 4 hours

An examination of the policies, principles, practices, and problems involved in the organization and management of business concerns.

MGMT-351 Small Business Management—Sp 4 hours

A course dealing with the program involved in establishing and managing a small business. Financial organization, services, and problems are analyzed. *Prerequisite:* ACCT-212 *Principles of Accounting II*; MGMT-350 *Principles of Organization and Management*; MRKT-360 *Principles of Marketing*.

MGMT-352 Production and Operations Management—W 4 hours

Introduction to the concepts, methodologies, and application of production and operations management. Designed to develop problem-solving and decision-making skills for application in the operations and production areas of the firms. Designed to develop an appreciation for the interaction of operations management with the management systems of organization. *Prerequisite:* ACCT-212 *Principles of Accounting II*; BUS-212 *Statistics II*; MGMT-350 *Principles of Organization and Management*.

MGMT-353 Human Resources Management—A,Sp 4 hours

An analysis of the principal functions, processes, and problems involved in the management of personnel policies; selection, training, promotion, compensation, and discharge of personnel; labor turnover, safety, health, and recreation. *Prerequisite:* MGMT-350 *Principles of Organization and Management* or permission of instructor.

MGMT-354 Management Science—A 4 hours

An introduction to linear programming, transportation and assignment problems, network flow problems, and inventory systems. The linear programming, transportation and assignment, network flow, and inventory models are solved, and their use demonstrated, by various applications. *Prerequisite:* BUS-212 *Statistics II*.

MGMT-355 Organizational Behavior—A,Sp 4 hours

A study of the impact of human behavior within and upon the organizational structure. Emphasis is given to behavior as it relates to employment, absenteeism, employee turnover, productivity, human

performance, and management. *Prerequisite:* MGMT-350 *Principles of Organization and Management* or permission of instructor.

MGMT-357 International Management—A 4 hours

Focuses on the principles of management in global economy. Exporting and foreign direct investment are analyzed from the multinational perspective. Strategy, organizational structure, and control techniques are developed in a world environment. *Prerequisite:* MGMT-350 *Principles of Organization and Management*.

MGMT-451 Administrative Policy and Strategy—A,W,Sp 4 hours

Strategic issues faced by organizations are analyzed in a comprehensive manner. Skills in strategic analysis are developed through lectures and from diverse industries, nonprofit and quasi-public institutions. Open only to seniors in business administration. Capstone course.

Prerequisite: FIN-371 *Financial Management of the Firm*; MGMT-350 *Principles of Organization and Management*; MGMT-360 *Principles of Marketing*.

MGMT-452 Purchasing and Materials Management—A 4 hours

Examination of the basic purchasing principles including the determination of price, quality, and delivery times of materials. Effective management of suppliers through their selection and certification will be matched with strategic production policies such as inventory control and production scheduling. *Prerequisite:* BUS-212 *Statistics II*; MGMT-350 *Principles of Organization and Management*.

MGMT-453 Industrial Relations Management—W 4 hours

The interplay between market forces and institutional rules that determine the employment relationship. Labor history, the effects of changing public policies, trade unions, and collective bargaining are viewed from various international perspectives. *Prerequisite:* MGMT-350 *Principles of Organization and Management*.

MGMT-455 Advanced Organizational Behavior—W 4 hours

This is an advanced course about managing people and organizations at the dawn of the 21st century. The intended audience is seniors who will soon face the challenge of leadership and influence in their respective workplaces. This course will integrate many of the most salient OB topics in today's volatile workplace environment. *Prerequisite:* Senior standing, MGMT-350 *Principles of Organization and Management*, MGMT-352 *Production and Operations Management*, MGMT-355 *Organizational Behavior*, MGMT-357 *International Management*, and completion of all other management interest area courses for the selected interest area (or permission of instructor).

MGMT-456 Organizational Change and Development—Sp 4 hours

This course focuses on the theories, concepts, processes, and tools of leading successful organization change. Such changes involve sensitivity to issues that arise at the individual, interpersonal, and institutional levels. This course focuses on building the organization's capacity to both adapt to change and generate innovation. *Prerequisite:* Senior standing, MGMT-350 *Principles of Organization and Management*, MGMT-352 *Production and Operations Management*, MGMT-355 *Organizational Behavior*, MGMT-357 *International Management*, and completion of all other management interest area courses for the selected interest area (or permission of instructor).

MGMT-457 Advanced Topics in Operations Management—Sp (4 hours)

This course is designed to expand on critical topics in the field of operations management. This course provides an in-depth understanding of the operations management strategy and tools and provides in-depth coverage of contemporary operations management topics not covered in the basic operations management course. *Prerequisite:* Senior standing, MGMT-350 *Principles of Organization and Management*, MGMT-352 *Production and Operations Management*, MGMT-355 *Organizational Behavior*, MGMT-357 *International Management*, and completion of all other management interest area courses for the selected interest area (or permission of instructor).

Management Information Systems

MIS-100 Introduction to Computers—A,W,Sp 2 hours

Introduction to basic computer hardware, software, and applications. Using popular software packages, emphasizing general and personal applications of the computer for the nonbusiness major.

MIS-120 Software Tools—A,W,Sp 2 hours

This course emphasizes the use of software in a business environment. The course will help students develop a working knowledge of

the use of spreadsheet, database, and other appropriate software packages through business projects and applications.

MIS-124 Computer Programming—BASIC—A 3 hours

Principles of computer programming in BASIC. A strong emphasis is placed on the proper design of a computer program using structured programming concepts and techniques.

MIS-220 Computer Information Systems—A,W,Sp 3 hours

An overview of computer information systems. The integration and application of computer hardware, software, procedures, systems and human resources are explored. Personal, ethical, and biblical implications of the use of computers are considered. Students will also be introduced to a variety of PC-based software. (Fee: \$10)

MIS-221 FORTRAN Programming 4 hours

Problem solving is emphasized; algorithms and techniques useful in practical business and scientific application are introduced in programming arithmetic, logic, and data handling functions.

MIS-222 Structured Programming—A 4 hours

Structured programming concepts are developed through programming assignments in a high level language. The program development process, top-down design, stepwise refinement, as well as the analysis of algorithms and data structures will be used to develop sound problem-solving techniques. Intended to be the first programming course for MIS majors. (Fee: \$10)

MIS-223 Microcomputer Applications—A 3 hours

A study of the use of electronic spreadsheet and database management software in business applications.

MIS-226 Modern Programming Tools—W 4 hours

A study of data structures and advanced software products currently available on CedarNet, which make effective use of those data structures. The student will study concepts and acquire tools needed for later software development courses. Tools may include Visual Basic, application and code generators, and 4 GLs. *Prerequisite: MIS-222 Structured Programming.* (Fee: \$10)

MIS-325 COBOL Programming—Sp 4 hours

Introduces the basic program structure of a high level programming language as business-oriented programs are prepared and executed. Advanced topics are developed with stress upon more efficient programming techniques, documentation, and structured programming. *Prerequisite: MIS-222 Structured Programming.* (Fee: \$10)

MIS-326 Systems Analysis—A 4 hours

Provides an understanding of the duties of the systems analyst together with an understanding of the specific methods and techniques for conducting a systems project from its preliminary investigation through its systems implementation and evaluation. *Prerequisite: MIS-222 Structured Programming or permission of instructor.*

MIS-327 Systems Design—W 4 hours

Advanced study of structured systems development. Emphasis on strategies and techniques of structured analysis and structured design for producing logical methodologies for dealing with complexity in the development of information systems. *Prerequisite: MIS-326 Systems Analysis.*

MIS-328 Database Development—Sp 4 hours

Introduction to application program development in a database environment with an emphasis on loading, modifying, and querying the database using a host language (COBOL). Discussion and application of data structures, indexed and direct file organizations, and models of data including hierarchical, network, and relational. *Prerequisite: MIS-226 Modern Programming Tools.* (Fee: \$10)

MIS-329 Operating Systems Software Concepts 4 hours

A survey of technical topics related to computer systems with emphasis on the relationships between hardware architecture, systems software, and applications software.

MIS-330 Data Structures 4 hours

A variety of data types and structures such as arrays, sets, records, stack queues, linked lists, trees and graphs will be discussed and demonstrated through programming exercises in a high-level language. Applications to searching and sorting algorithms will be investigated. *Prerequisite: MIS-222 Structured Programming.* (Fee: \$10)

MIS-340 Data Communications and Networking—W 4 hours

A study of the basic concepts of data and voice communications and current networking technology. Discussion of physical-layer considerations, higher-layer implications, and network operating systems. The concepts will be applied through a hands-on project of network design, implementation, and documentation. *Prerequisite: any computer course other than MIS-100.*

MIS-420 Programming Languages—Sp 4 hours

Advanced programming concepts using one or more structured

languages (selected from Pascal, ADA, Modula 2, C). Theories of program design and implementation. Some discussion of compiler construction. *Prerequisite: MIS-222 Structured Programming.* (Fee: \$10)

MIS-421 Software Development—W 3 hours

Application of computer programming and system development concepts, principles and practices to a comprehensive system development project. A team approach is used to analyze, design, and document realistic systems of moderate complexity. Use of project management methods, project scheduling and control techniques, formal presentations, and group dynamics in the solution of information systems problems. Development of database to support the system. *Prerequisite: MIS-328 Database Development. Prerequisite or Corequisite: MIS-327 Systems Design.*

Marketing

MRKT-360 Principles of Marketing—W,Sp 4 hours

Survey of the marketing function in the business environment; product, price, promotion, and distribution as well as consumers, organizations, service, nonprofit, and international markets. *Prerequisite: junior status or permission of instructor.*

MRKT-361 Sales Management—W 4 hours

Principles employed in the administration and strategy of a sales force. Factors involved in the organization of the sales force: recruiting and selection, training, compensation, motivating, and controlling. *Prerequisite: MGMT-350 Principles of Organization and Management; MRKT-360 Principles of Marketing.*

MRKT-363 Marketing Research—W 4 hours

Role of market research in marketing development. Decision making in an atmosphere of uncertainty. Determination of hypotheses. Planning research designs: survey, observational, experimental, and simulation. Execution of survey design: questionnaire construction, sample design, interviewing, tabulation, analysis, interpretation of results, and presentation. *Prerequisite: MRKT-360 Principles of Marketing; BUS-212 Statistics II.*

MRKT-365 Buyer Behavior—A 4 hours

Introduction to the psychological, sociological, cultural, and economic determinants of consumer behavior. Emphasis on exploration of various concepts and theories for the purpose of building understanding and providing an exposure to a variety of viewpoints. *Prerequisite: MRKT-360 Principles of Marketing.*

MRKT-366 Promotion Strategy—A 4 hours

Advertising as a tool in marketing management. Decision making relative to market analysis. Media selection, budgeting, production and layout, and measurement of effectiveness. *Prerequisite: MRKT-360 Principles of Marketing or permission of instructor.*

MRKT-367 Business to Business Marketing—S 4 hours

A study of the industrial market sector which includes buying behavior, applied demand analysis, and segmentation techniques. Designed to provide the student with decision-making capabilities for use in the industrial setting. *Prerequisite: MRKT-360 Principles of Marketing.* (even years)

MRKT-368 Nonprofit Marketing—Sp 4 hours

Designed to acquaint the student with skills, abilities, and attitudes necessary to effectively implement marketing practice in nonprofit organizations. *Prerequisite: MRKT-360 Principles of Marketing or permission of instructor.* (odd years)

MRKT-460 Marketing Management 4 hours

The marketing function relative to product development, promotion, pricing, physical distribution, and the determination of marketing objectives of the marketing system and available markets. *Prerequisite: MGMT-350 Principles of Organization and Management; MRKT-360 Principles of Marketing.*

MRKT-461 Marketing Strategy—Sp 4 hours

Computer simulation will be used to acquaint the senior marketing student in a realistic fashion to a variety of marketing situations and allow "hands-on" solutions to be implemented and tested. *Prerequisite: senior status and sixteen hours of marketing including MRKT-360 Principles of Marketing.*

MRKT-462 International Marketing—Sp 4 hours

An intensive investigation of the problems, regulations, and challenges facing U.S. manufacturers seeking to expand their markets to countries abroad. *Prerequisite: MRKT-360 Principles of Marketing.*