

Business Administration

School of Social Sciences and Professional Studies

Mission Statement

The mission of the Department of Business Administration is to facilitate the development of business leaders who are personally discerning and professionally competent, and who will influence their organizations, professions, and culture from a biblical paradigm.

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 worldview.

- 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.

Accreditation

The Department of Business Administration received its initial professional accreditation for its degree programs from the Association of Collegiate Business Schools and Programs (ACBSP) in June 2005.

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 course work in business is necessary. Because of extensive computer utilization in the business curriculum, electives in computer programming or software packages may prove to be helpful.

Department 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 chairman of the department in consultation with the professor responsible for the subsequent course.
- In general, business majors should complete all 2000-level business core courses before beginning a 3000-level business course.
- Before taking a 4000-level business course, students **must** have satisfactorily completed all 2000-level 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.*

Programs of Study

The Department of Business Administration offers the following programs:

Majors

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

Minors

- Business Administration
- Christian Ministries Management
- Economics
- Management Information Systems
- International Business

Co-Curricular Opportunities

The Department of Business Administration provides several co-curricular opportunities for students to enhance their classroom experience as they prepare for their professional careers.

Sigma Beta Delta, an international honor society in business, management, and administration, recognizes junior and senior business majors who maintain excellent scholastic achievement. Cedarville participates in the **Students in Free Enterprise (SIFE)** program with a number of other universities across the country. Students plan community events and enter a regional competition, developing leadership and teamwork skills.

The **Association of Information Technology Professionals (AITP)** provides management information systems and computer science majors with opportunities to network with business professionals while attending meetings, seminars, and activities.

Students interested in human resources and labor relations attend the **Society for Human Resources Management (SHRM)** chapter meetings and interact with working professionals.

Career Opportunities

Accounting Major

Accounting involves the preparation, analysis and communication of relevant information for decision making. Financial accounting, managerial accounting, auditing, tax accounting, governmental and public sector accounting, accounting information systems, and management consulting services represent the major divisions of the accounting discipline. The accounting major prepares individuals for careers as:

- Auditor
- Controller
- Budget Analyst
- CPA
- IRS Agent
- FBI Agent
- Internal Audit
- Chief Financial Officer

Finance Major

Finance focuses on the financial decisions faced by business enterprises. This includes methods of raising money, debt management, investment and security analysis, real estate and insurance, and virtually all aspects of finance. The finance major prepares individuals for careers as:

- Financial Analyst
- Financial Planner
- Securities Analyst
- Chief Financial Officer
- Treasurer
- Lending Officer
- Portfolio Manager
- Bank Branch Manager

GEIB Major

Global Economics and International Business is an interdisciplinary program that prepares business students to operate in a multicultural and global marketplace. Careers in international business include working as business professionals in a foreign firm, a multinational enterprise, an international division of a domestic company, or one of the many government organizations at the national, state, or local level concerned with global business development.

Management Major

Management focuses on developing the leadership to make things happen for the business enterprise in a dynamic and competitive environment by organizing people, projects and processes. The management major prepares individuals for careers as:

- Human Resource Manager
- Operations Analyst
- Production Manager
- Branch Manager
- Facility Manager
- Risk Manager
- Benefits Manager
- Plant Manager
- Project Manager
- Operations Manager
- Quality Manager
- Materials Manager

Management Information Systems Major

Businesses and other organizations have a strong need for individuals who understand the various business functions and can manage computer and communications technology and information systems within modern organizations. The MIS major prepares individuals for careers as:

- Information Systems Analyst
- Programmer/Analyst
- Business Systems Consultant
- E-business Developer
- Manager in Information Systems
- Manager/Analyst
- Network Administrator
- Web Developer

Marketing Major

A student with a major in marketing learns systematic ways for identifying, understanding, and satisfying consumer and organizational needs. The marketing major prepares individuals for careers as:

- Marketing Manager
- Marketing Researcher
- Promotion Manager
- Retail Manager
- Sales Manager
- Sales Representative

Faculty

Ronald Walker, *Chairman*: 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.

Harry Anderson, Assistant Professor of Accounting. *Education*: B.A., Wheaton College, 1967; M.Acc., The Ohio State University, 1969; C.P.A., State of Ohio, 1979. At Cedarville since 2003.

Jon Austin, Associate Professor of Marketing. *Education*: B.A., University of Northern Iowa, 1982; M.S., Iowa State University, 1989; Ph.D., University of Wisconsin-Madison, 1997. At Cedarville since 2001.

Alan Dillman, Associate Professor of Management Information Systems. *Education*: B.B.A., Kent State University, 1984; M.S., Nova University, 1992; Ph.D., Nova Southeastern University, 1995. At Cedarville since 2004.

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.

Franco Gandolfi, Associate Professor of International Business. *Education*: B.C., Swiss Institute of Commerce and Economics, 1990; M.C., Swiss Institute of Commerce and Economics, 1992; M.E., University of Sydney, 1997; D.B.A., Southern Cross University, 2001. At Cedarville since 2004.

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Jeffrey Guernsey, Assistant Professor of Finance. *Education:* B.S., Purdue University, 1979; M.Sc., Iowa State University, 1981. At Cedarville since 2003.

Gary Habegger, Assistant Chair for External Relations, Assistant Professor of Management. *Education:* B.S., Seattle Pacific University, 1966; M.S., Michigan State University, 1968; M.B.A., University of Michigan, 1978. At Cedarville since 2003.

Timothy Hansell, Assistant Professor of Management Information Systems. *Education:* B.S., Wright State University, 1982; M.S., The Ohio State University, 1990; ABD, Wright State University. 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.

Richard Martinez, Associate Professor of Management. *Education:* B.S., Arizona State University, 1990; M.B.A., Baylor University, 1992; Ph.D., Texas A&M University, 2001. At Cedarville since 2005.

William Ragle, Associate 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.

Anne Rich, Assistant Professor of Accounting. *Education:* B.A., Cedarville University, 1978; M.S., University of Central Florida, 1978; C.P.A., State of Florida, 1979. 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, Associate 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; Ph.D., University of Nebraska, 2001. 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 Information Technology. *Education:* B.A., Cedarville University, 1988; M.A., Miami University, 1989. At Cedarville since 1999.

Bert Wheeler, 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 Baldwin, Professor Emeritus 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.

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.

Executive-in-Residence Program

The Executive-in-Residence program is designed to bring senior-level executives to campus to enrich the learning environment of undergraduate business majors, foster working relationships between business leaders and faculty, and provide faculty and staff with new ideas and perspectives on how to serve the business community.

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:

Mr. Harry Badanes, J.D. Cloud & Co.
Mr. Ronald Baker, Hi-Tech Aero Spares
Mr. Eric Cluxton, Fifth Third Bank, Dayton
Mr. John Danis, The Danis Building Construction Co.
Mr. Ronald Ferner, Philadelphia Biblical University
Mr. John Field, Wallace & Turner, Inc.
Ms. Georgeann Georges, Sears, Roebuck and Co.
Ms. Lori Ann Greenawalt, KPMG LLP
Mr. George Guritz, Shepherd Financial Group, Inc.
Mr. William Hann, KeyBank
Dr. Rajshekhar Javalgi, Cleveland State University
Mr. Mitchell Jones, Arel Learning Solutions, Inc.
Dr. Wayne Leininger, Virginia Tech
Mr. Delmar Mohler, Faith Baptist Bible College
Mr. Jeff Montie, Kellogg North America
Mr. Lorne Scharnberg, KATECHO, Inc.
Ms. Lynda Sikora, Custom Mobile Food Equipment
Mr. Doug Smith, Retired, Baja Marine Corporation
Mr. Mike Stephens, Greene Memorial Hospital
Mr. Jerry Tatar, The MeadWestvaco Corporation
Mr. Randy Wilcox, Otis Elevator

A Complete description of the General Education Requirements is found on page 18

Accounting

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

Course requirements involve 66 semester hours including:

<i>Business Administration Core</i>	42
ACCT-2110, 2120 Principles of Accounting I,II	6
BUS-2110 Statistics I	2
BUS-2120 Statistics II	2
BUS-2180 Business Law	3
BUS-3150 Operations Analysis	2
BUS-3910 International Business	3
BUS-3990 Professional Development	0
BUS-4420 Business Ethics and Social Responsibility	2
BUS-4990 Executive Development	0
ECON-2330 Microeconomics	3
ECON-2340 Macroeconomics	3
FIN-3710 Financial Management of the Firm	3
MGMT-3500 Principles of Organization and Management	3
*MGMT-4510 Administrative Policy and Strategy	3
MIS-1500 Information Technology for Business	2
MIS-1510 Software Tools for Business	2
MRKT-3600 Principles of Marketing	3
<i>Accounting</i>	18
ACCT-3110 Intermediate Financial Accounting I	3
ACCT-3120 Intermediate Financial Accounting II	3
ACCT-3150 Accounting Information Systems	3
ACCT-3170 Managerial Accounting	3
ACCT-4110 Federal Income Tax	3
ACCT-4120 Auditing	3
<i>Accounting electives selected from the following</i>	6
ACCT-4130 Advanced Financial Accounting	3
ACCT-4150 Government & Non Profit Accounting	3
ACCT-4210 Taxation of Business Entities	3
ACCT-4170 Advanced Managerial Accounting	3
ACCT-4810 Seminar in Accounting	1
<i>Required cognate:</i>	
GMTH-1040 Calculus for Business and Social Sciences	3
(Satisfies mathematics for General Education Requirements)	
*Capstone Course	

Accounting Major Curriculum Summary

Proficiency Requirements	0-5
General Education Requirements	49-57
Accounting Major Requirements	66
Required Cognate	3
Electives	2-10
Total (minimum, not including proficiency)	128

The **CPA concentration** reflects the state of Ohio requirements of 150 semester hours of undergraduate or graduate education, including 30 hours of accounting courses combined with several specific business and elective courses. Students desiring to pursue a license in other states should investigate the requirements of those specific states. States with websites, and all addresses, can be found on the website of the National Association of State Board of Accountancy at www.nasba.org.

Students may qualify for the Ohio requirements by completing the 128 semester hours plus additional 22 semester hours including some additional accounting electives. The course plan includes the following:

Accounting Major Requirements	128 hours
Other Elective Courses	22 hours
Total	150 hours

Although not specifically required by the state of Ohio, the following courses include materials that are covered in the CPA exam and are recommended for all accounting majors preparing to take the CPA exam. Several of these courses are required by other states.

Suggested Four-Year Curriculum for a Major in Accounting

First year:

BEGE-1710 Christian Life and Thought	3
BEGE-1720 Spiritual Formation	3
COM-1100 Fundamentals of Speech	3
ENG-1400 Composition	3
GMTH-1040 Calculus for Business	3
GSS-1100 Politics and American Culture	3
HUM-1400 Introduction to the Humanities	3
MIS-1500 Information Technology for Business	2
MIS-1510 Software Tools for Business	2
PEF-1990 Physical Activity and the Christian Life	1
Biological Science Elective	3.5
Literature Elective	3
Physical Education Elective	1
Total	33.5

Second year:

ACCT-2110,2120 Principles of Accounting I,II	6
BEGE-2730 Old Testament Literature	3
BEGE-2740 New Testament Literature	3
BUS-2110 Statistics I	2
BUS-2120 Statistics II	2
BUS-2180 Business Law	3
ECON-2330 Microeconomics	3
ECON-2340 Macroeconomics	3
History Elective	3
Physical Science Elective	3.5
Social Science Elective	3
Total	34.5

Third year:

ACCT-3110,3120 Intermediate Financial Accounting I,II	6
ACCT-3150 Accounting Information Systems	3
ACCT-3170 Managerial Accounting	3
BEGE-3750 Christian Worldview Development	2
BEGE-3760 Christian Worldview Integration	2
BUS-3150 Operations Analysis	2
BUS-3910 International Business	3
BUS-3990 Professional Development	0
FIN-3710 Financial Management of the Firm	3
MGMT-3500 Principles of Organization and Management	3
MRKT-3600 Principles of Marketing	3
Total	30

Fourth year:

ACCT-4110 Federal Income Taxes	3
ACCT-4120 Auditing	3
ACCT-4130 Advanced Financial Accounting	3
BUS-4420 Business Ethics and Social Responsibility	2
BUS-4990 Executive Development	0
MGMT-4510 Administrative Policy and Strategy	3
Humanities Elective	3
Accounting Electives	6
Electives	7
Total	30

ACCT-4150 Government and Nonprofit Accounting	3
ACCT-4210 Taxation of Business Entities	3
ACCT-4810 Seminar in Accounting	1
BUS-2100 Business Communication	3
BUS-3180 Business Law II	3

Master's Degree Options at Other Universities

Cedarville has developed a relationship with the University of Dayton's MBA program that allows qualified Cedarville University graduates to enter this program to fulfill the CPA 150-hour requirement. Students are also encouraged to investigate other MBA and Master of Science in Accounting programs that may be better suited to their specific career goals.

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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 60 semester hours including:

<i>Business Administration Core</i>	42
ACCT-2110,2120 Principles of Accounting I,II	6
BUS-2110 Statistics I	2
BUS-2120 Statistics II	2
BUS-2180 Business Law	3
BUS-3150 Operations Analysis	2
BUS-3910 International Business	3
BUS-3990 Professional Development	0
BUS-4420 Business Ethics and Social Responsibility	2
BUS-4990 Executive Development	0
ECON-2330 Microeconomics	3
ECON-2340 Macroeconomics	3
FIN-3710 Financial Management of the Firm	3
MGMT-3500 Principles of Organization and Management	3
*MGMT-4510 Administrative Policy and Strategy	3
MIS-1500 Information Technology for Business	2
MIS-1510 Software Tools for Business	2
MRKT-3600 Principles of Marketing	3
<i>Finance</i>	18
ACCT-3110 Intermediate Financial Accounting I	3
FIN-3310 International Money and Capital Markets	3
FIN-3730 Investments	3
FIN-4770 Advanced Financial Management	3
3000 and 4000 Finance Electives	6
<i>Required cognate:</i>	
GMTH-1040 Calculus for Business	3
(Satisfies mathematics for General Education Requirements)	
*Capstone Course	

Finance Major Curriculum Summary

Proficiency Requirements	0-5
General Education Requirements	49-57
Finance Major Requirements	60
Required Cognate	3
Electives	8-16
Total (minimum, not including proficiency)	128

International Studies – Global Economics and International Business

The **global economics and international business major** 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 on pg. 118 of this catalog.

A complete description of the General Education Requirements is found on page 18

Suggested Four-Year Curriculum for a Major in Finance

<i>First year:</i>	
BEGE-1710 Christian Life and Thought	3
BEGE-1720 Spiritual Formation	3
COM-1100 Fundamentals of Speech	3
ENG-1400 Composition	3
GMTH-1040 Calculus for Business	3
GSS-1100 Politics and American Culture	3
HUM-1400 Introduction to the Humanities	3
MIS-1500 Information Technology for Business	2
MIS-1510 Software Tools for Business	2
PEF-1990 Physical Activity and the Christian Life	1
Biological Science Elective	3.5
History Elective	3
Physical Education Elective	1
Total	33.5
<i>Second year:</i>	
ACCT-2110,2120 Principles of Accounting I,II	6
BEGE-2730 Old Testament Literature	3
BEGE-2740 New Testament Literature	3
BUS-2110 Statistics I	2
BUS-2120 Statistics II	2
BUS-2180 Business Law	3
ECON-2330 Microeconomics	3
ECON-2340 Macroeconomics	3
Literature Elective	3
Physical Science Elective	3.5
Social Science Elective	3
Total	34.5
<i>Third year:</i>	
ACCT-3110 Intermediate Financial Accounting I	3
BEGE-3750 Christian Worldview Development	2
BEGE-3760 Christian Worldview Integration	2
BUS-3150 Operations Analysis	2
BUS-3910 International Business	3
BUS-3990 Professional Development	0
FIN-3710 Financial Management of the Firm	3
MGMT-3500 Principles of Organization and Management	3
MRKT-3600 Principles of Marketing	3
Major Requirements	6
Humanities Elective	3
Total	30
<i>Fourth year:</i>	
BUS-4420 Business Ethics and Social Responsibility	2
BUS-4990 Executive Development	0
MGMT-4510 Administrative Policy and Strategy	3
Major Requirements	9
Electives	16
Total	30

Management

The **management major** provides a broad background for careers in financial, manufacturing, retailing, 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. With the broad scope of the management major students can select courses within their area of interest, whether it be human resources management, operations management, or organizational leadership.

Course requirements involve 60 semester hours including:

<i>Business Administration Core</i>	42
ACCT-2110,2120 Principles of Accounting I,II	6
BUS-2110 Statistics I	2
BUS-2120 Statistics II	2
BUS-2180 Business Law	3
BUS-3150 Operations Analysis	2
BUS-3910 International Business	3
BUS-3990 Professional Development	0
BUS-4420 Business Ethics and Social Responsibility	2
BUS-4990 Executive Development	0
ECON-2330 Microeconomics	3
ECON-2340 Macroeconomics	3
FIN-3710 Financial Management of the Firm	3
MGMT-3500 Principles of Organization and Management	3
*MGMT-4510 Administrative Policy and Strategy	3
MIS-1500 Information Technology for Business	2
MIS-1510 Software Tools for Business	2
MRKT-3600 Principles of Marketing	3
<i>Management</i>	9
MGMT-3520 Production and Operations Management	3
MGMT-3550 Organizational Behavior	3
MGMT-3570 International Management	3

Students must also choose an area of interest from the following:

<i>Human Resources Management</i>	
MGMT-3530 Human Resources Management	3
MGMT-4560 Organizational Change and Development	3
One course from the following:	
COM-3260 Organizational Negotiation	3
COM-3330 Organizational Training	3
MGMT-4530 Industrial Relations Management	3
PYCH-3640 Industrial/Organizational Psychology	3

Operations Management

MGMT-3560 Project Management	3
MGMT-4570 Advanced Topics in Operations Management	3
One course from the following:	
MGMT-4520 Supply Chain Management	3
MGMT-4530 Industrial Relations Management	3

Organizational Leadership

COM-4060 Organizational Leadership	3
MGMT-4550 Advanced Organizational Behavior	3
One course from the following:	
MGMT-3510 Entrepreneurship I	3
MGMT-3530 Human Resource Management	3
MGMT-3560 Project Management	3
MGMT-4520 Supply Chain Management	3
MGMT-4530 Industrial Relations Management	3
MGMT-4560 Organizational Change and Development	3
MGMT-4570 Advanced Topics in Ops. Management	3

A complete description of the General Education Requirements is found on page 18

Suggested Four-Year Curriculum for a Major in Management

First year:

BEGE-1710 Christian Life and Thought	3
BEGE-1720 Spiritual Formation	3
COM-1100 Fundamentals of Speech	3
ENG-1400 Composition	3
GMTH-1040 Calculus for Business	3
GSS-1100 Politics and American Culture	3
HUM-1400 Introduction to the Humanities	3
MIS-1500 Information Technology for Business	2
MIS-1510 Software Tools for Business	2
PEF-1990 Physical Activity and the Christian Life	1
History Elective	3
Physical Education Elective	1
Physical Science Elective	3.5
Total	33.5

Second year:

ACCT-2110,2120 Principles of Accounting I,II	6
BEGE-2730 Old Testament Literature	3
BEGE-2740 New Testament Literature	3
BUS-2150 Statistics I	2
BUS-2120 Statistics II	2
BUS-2180 Business Law	3
ECON-2330 Microeconomics	3
ECON-2340 Macroeconomics	3
Biological Science Elective	3.5
Literature Elective	3
Social Science Elective	3
Total	34.5

Third year:

BEGE-3750 Christian Worldview Development	2
BEGE-3760 Christian Worldview Integration	2
BUS-3150 Operations Analysis	2
BUS-3910 International Business	3
BUS-3990 Professional Development	0
FIN-3710 Financial Management of the Firm	3
MGMT-3500 Principles of Organization and Management	3
MGMT-3520 Production and Operations Management	3
MGMT-3550 Organizational Behavior	3
MGMT-3570 International Management	3
MRKT-3600 Principles of Marketing	3
Humanities Elective	3
Total	30

Fourth year:

BUS-4420 Business Ethics and Social Responsibility	2
BUS-4990 Executive Development	0
MGMT-4510 Administrative Policy and Strategy	3
Management Interest Area	9
Electives	16
Total	30

Required cognate:

GMTH-1040 Calculus for Business	3
(Satisfies mathematics for General Education Requirements)	

*Capstone Course

Management Major Curriculum Summary

Proficiency Requirements	0-5
General Education Requirements	49-57
Management Major Requirements	60
Required Cognate	3
Electives	8-16
Total (minimum, not including proficiency)	128

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Management Information Systems

The **management information systems major** prepares students for computer careers as programmers, systems analysts, software specialists, network administrators, 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 66 semester hours including:

<i>Business Administration Core</i>	42
ACCT-2110,2120 Principles of Accounting I,II	6
BUS-2110 Statistics I	2
BUS-2120 Statistics II	2
BUS-2180 Business Law	3
BUS-3150 Operations Analysis	2
BUS-3910 International Business	3
BUS-3990 Professional Development	0
BUS-4420 Business Ethics and Social Responsibility	2
BUS-4990 Executive Development	0
ECON-2330 Microeconomics	3
ECON-2340 Macroeconomics	3
FIN-3710 Financial Management of the Firm	3
MGMT-3500 Principles of Organization and Management	3
*MGMT-4510 Administrative Policy and Strategy	3
MIS-1500 Information Technology for Business	2
MIS-1510 Software Tools for Business	2
MRKT-3600 Principles of Marketing	3
<i>Management Information Systems</i>	18
MIS-2200 Fundamentals of MIS	3
MIS-2300 Intro to Programming	3
MIS-3100 Database Development	3
MIS-3500 Web Development	3
MIS-3800 System Analysis and Design	3
MIS-4500 System Development	3
MIS Electives (<i>choose from the following</i>)	6
MIS-3400 Data Communication and Networking	3
MIS-3910 Advanced Topics in MIS	3
MIS-4100 Advanced Database Design	3
MIS-4200 Advanced Topics in Programming Languages	3

Required cognate:

GMTH-1040 Calculus for Business	3
(Satisfies mathematics for General Education Requirements)	

*Capstone Course

Management Information Systems Major Curriculum Summary

Proficiency Requirements	0-5
General Education Requirements	49-57
Management Information Systems Major Requirements	66
Required Cognate	3
Electives	2-10
Total (minimum, not including proficiency)	128

A complete description of the General Education Requirements is found on page 18

Suggested Four-Year Curriculum for a Major in Management Information Systems

First year:

BEGE-1710 Christian Life and Thought	3
BEGE-1720 Spiritual Formation	3
COM-1100 Fundamentals of Speech	3
ENG-1400 Composition	3
GMTH-1040 Calculus for Business	3
GSS-1100 Politics and American Culture	3
HUM-1400 Introduction to the Humanities	3
MIS-1500 Information Technology for Business	2
MIS-1510 Software Tools for Business	2
PEF-1990 Physical Activity and the Christian Life	1
Humanities Elective	3
Physical Education Elective	1
Social Science Elective	3
Total	33

Second year:

ACCT-2110,2120 Principles of Accounting I,II	6
BEGE-2730 Old Testament Literature	3
BEGE-2740 New Testament Literature	3
BUS-2110 Statistics I	2
BUS-2120 Statistics II	2
BUS-2180 Business Law	3
MIS-2200 Fundamentals of MIS	3
MIS-2300 Introduction to Programming	3
Biological Science Elective	3.5
History Elective	3
Literature Elective	3
Total	34.5

Third year:

BEGE-3750 Christian Worldview Development	2
BEGE-3760 Christian Worldview Integration	2
BUS-3150 Operations Analysis	2
BUS-3910 International Business	3
BUS-3990 Professional Development	0
ECON-2330 Microeconomics	3
ECON-2340 Macroeconomics	3
FIN-3710 Financial Management of the Firm	3
MGMT-3500 Principles of Organization and Management	3
MRKT-3600 Principles of Marketing	3
MIS-3800 Systems Analysis and Design	3
MIS-3100 Database Development	3
MIS-3500 Web Development	3
Total	33

Fourth year:

BUS-4420 Business Ethics and Social Responsibility	2
BUS-4990 Executive Development	0
MGMT-4510 Administrative Policy and Strategy	3
MIS-4500 System Development	3
MIS Electives	6
Physical Science Elective	3.5
Electives	10
Total	27.5

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 60 semester hours including:

<i>Business Administration Core</i>	42
ACCT-2110,2120 Principles of Accounting I,II	6
BUS-2110 Statistics I	2
BUS-2120 Statistics II	2
BUS-2180 Business Law	3
BUS-3150 Operations Analysis	2
BUS-3910 International Business	3
BUS-3990 Professional Development	0
BUS-4420 Business Ethics and Social Responsibility	2
BUS-4990 Executive Development	0
ECON-2330 Microeconomics	3
ECON-2340 Macroeconomics	3
FIN-3710 Financial Management of the Firm	3
MGMT-3500 Principles of Organization and Management3	3
*MGMT-4510 Administrative Policy and Strategy	3
MIS-1500 Information Technology for Business	2
MIS-1510 Software Tools for Business	2
MRKT-3600 Principles of Marketing	3
<i>Marketing</i>	18
MRKT-3630 Marketing Research	3
MRKT-3650 Buyer Behavior	3
MRKT-4610 Marketing Strategy	3
Marketing Electives	9
<i>Required cognate:</i>	
GMTH-1040 Calculus for Business	3
<small>(Satisfies mathematics for General Education Requirements)</small>	
<small>*Capstone Course</small>	

Marketing Major Curriculum Summary

Proficiency Requirements	0-5
General Education Requirements	49-57
Marketing Major Requirements	60
Required Cognate	3
Electives	8-16
Total (minimum, not including proficiency)	128

A complete description of the General Education Requirements is found on page 18

Suggested Four-Year Curriculum for a Major in Marketing

<i>First year:</i>	
BEGE-1710 Christian Life and Thought	3
BEGE-1720 Spiritual Formation	3
COM-1100 Fundamentals of Speech	3
ENG-1400 Composition	3
GMTH-1040 Calculus for Business	3
GSS-1100 Politics and American Culture	3
HUM-1400 Introduction to the Humanities	3
MIS-1500 Information Technology for Business	2
MIS-1510 Software Tools for Business	2
PEF-1990 Physical Activity and the Christian Life	1
History Elective	3
Physical Education Elective	1
Physical Science Elective	3.5
Total	33.5
<i>Second year:</i>	
ACCT-2110,2120 Principles of Accounting I,II	6
BEGE-2730 Old Testament Literature	3
BEGE-2740 New Testament Literature	3
BUS-2110 Statistics I	2
BUS-2120 Statistics II	2
BUS-2180 Business Law	3
ECON-2330 Microeconomics	3
ECON-2340 Macroeconomics	3
Biological Science Elective	3.5
Humanities Elective	3
Literature Elective	3
Total	34.5
<i>Third year:</i>	
BEGE-3750 Christian Worldview Development	2
BEGE-3760 Christian Worldview Integration	2
BUS-3150 Operations Analysis	2
BUS-3910 International Business	3
BUS-3990 Professional Development	0
FIN-3710 Financial Management of the Firm	3
MGMT-3500 Principles of Management	3
MRKT-3600 Principles of Marketing	3
MRKT-3630 Marketing Research	3
MRKT-3650 Buyer Behavior	3
Marketing Elective	3
Social Science Elective	3
Total	30
<i>Fourth year:</i>	
BUS-4420 Business Ethics and Social Responsibility	2
BUS-4990 Executive Development	0
MGMT-4510 Administrative Policy and Strategy	3
MRKT-4610 Marketing Strategy	3
Marketing Elective	6
Electives	16
Total	30

Business Administration

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Minors

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

The minor in **business administration** for the nonbusiness major involves 18 semester hours including:

ACCT-2110 Principles of Accounting I	3
ECON-2330 Microeconomics	3
MGMT-3500 Principles of Organization and Mgmt	3
MRKT-3600 Principles of Marketing	3
*Business Administration Core Elective	6
<i>*Select from the following 2000-3000 Level Business Administration Core courses:</i>	
ACCT-2120 Principles of Accounting II	3
BUS-2110 Statistics I	2
BUS-2120 Statistics II	2
BUS-2180 Business Law	3
BUS-3150 Operations Analysis	2
BUS-3910 International Business	3
ECON-2340 Macroeconomics	3
FIN-3710 Financial Management of the Firm	3

The minor in **Christian ministries management** for the nonbusiness major involves 19 semester hours including:

ACCT-2110 Principles of Accounting I	3
FIN-2730 Church Business Administration	3
MGMT-3500 Principles of Organization and Management	3
MGMT-3530 Human Resources Management	3
MIS-1500 Information Technology for Business	2
MIS-1510 Software Tools for Business	2
MRKT-3680 Nonprofit Marketing	3

The minor in **economics** involves 18 semester hours including:

ECON-2330 Microeconomics	3
ECON-2340 Macroeconomics	3
ECON-3310 International Money and Capital Markets	3
ECON-3350 Comparative Economic Systems	3
3000- or 4000-Level Electives in Economics	6

The minor in **international business for the business major** involves 18 semester hours including:

BUS-3910 International Business	3
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At least 9 hours from:

ECON-3350 Comparative Economic Systems	3
ECON-3360 International Trade and Economics	3
MGMT-3570 International Management	3
MRKT-4620 International Marketing	3

At least 3 hours from:

ANTH-1800 Cultural Anthropology	3
BEPH-2260 Religion and Culture	3
COM-3140 Intercultural Communication	3
POLS-3650 International Relations	3
Additional Elective selected from courses listed above	3

The minor in **international business for the nonbusiness major** involves 21 semester hours including:

BUS-3910 International Business	3
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At least 6 hours from:

ECON-2330 Microeconomics	3
ECON-2340 Macroeconomics	3

MGMT-3500 Principles of Organization and Management	3
MRKT-3600 Principles of Marketing	3

At least 6 hours from:

ECON-3350 Comparative Economic Systems	3
ECON-3360 International Trade and Economics	3
MGMT-3570 International Management	3
MRKT-4620 International Marketing	3
Additional Electives selected from courses listed above	6

The minor in **management information systems** involves 22 semester hours including:

ACCT-2110 Principles of Accounting I	3
MGMT-3500 Principles of Organization and Mgmt	3
MIS-1500 Information Technology for Business	2
MIS-1510 Software Tools for Business	2
MIS-2200 Fundamentals of MIS	3
MIS-2300 Introduction to Programming	3
MIS-3100 Database Design	3
MIS-3800 System Analysis and Design	3



Students develop greater awareness of international marketing and economics through co-curricular activities and presentations.

Course Descriptions

Accounting

ACCT-2110 Principles of Accounting I–Fa, Sp 3 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-2120 Principles of Accounting II–Fa, Sp 3 hours

A continuation of accounting for business organizations. Topics include cash flow statements, investments, and managerial accounting concepts. *Prerequisite: ACCT-2110 Principles of Accounting I.*

ACCT-3110 Intermediate Financial Accounting I–Fa 3 hours

Theoretical concepts and accounting standards that 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-2120 Principles of Accounting II.*

ACCT-3120 Intermediate Financial Accounting II–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 fixed assets, intangible assets, current liabilities, long-term debt, and stockholders' equity. *Prerequisite: ACCT-3110 Intermediate Financial Accounting I.*

ACCT-3150 Accounting Information Systems–Fa 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. *Prerequisites: ACCT-2120 Principles of Accounting II; MIS-1500 Information Management in a Dynamic World; junior status.*

ACCT-3170 Managerial Accounting–Sp 3 hours

Principles of industrial and distribution cost accounting, job order and process cost systems, and standard costs. *Prerequisite: ACCT-2120 Principles of Accounting II.*

ACCT-4110 Federal Income Taxes–Fa 3 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-2120 Principles of Accounting II.*

ACCT-4120 Auditing–Fa 3 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-3120 Intermediate Financial Accounting II.*

ACCT-4130 Advanced Financial Accounting–Sp 3 hours

A study of consolidated financial statements, foreign exchange, estates and trusts, branch accounting, and related problems. *Prerequisite: ACCT-3120 Intermediate Financial Accounting II.*

ACCT-4150 Government and Nonprofit Accounting–Fa 3 hours

Accounting and reporting principles, standards, and procedures applicable to nonprofit organizations. *Prerequisite: ACCT-3120 Intermediate Financial Accounting II; or permission of instructor.*

ACCT-4170 Advanced Managerial Accounting–Sp 3 hours

Advanced topics in accounting for manufacturing companies and the use of the computer in cost accounting applications. *Prerequisite: ACCT-3170 Managerial Accounting.*

ACCT-4190 CPA Review–Sp 3 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-3120 Intermediate Financial Accounting II.*

ACCT-4210 Taxation of Business Entities–Sp 3 hours

An examination of the tax provisions governing C Corps, S Corps, partnerships, and estates. Analyzes international and multi-state taxation of corporations. *Prerequisite: ACCT-4110 Federal Income Taxes.*

ACCT-4810 Seminar in Accounting–Sp 1 hour

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. *Prerequisites: ACCT-3170 Managerial Accounting; ACCT-4110 Federal Income Taxes; ACCT-4120 Auditing.*

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BUS 1410-Topics in Business–Su 1-3 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.

BUS-2100 Business Communication–Fa 3 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-1400 Composition.*

BUS-2110 Statistics I–Fa, Sp 2 hours

An introduction to statistical methods used in business decision making, including descriptive statistics, probability, probability distributions, estimation, and hypothesis testing. *Prerequisite: GMTH-1040 Calculus for Business*

BUS-2120 Statistics II–Fa, Sp 2 hours

An extension of Statistics I to include tests of hypothesis, analysis of variance, chi-square, simple and multiple regression models. *Prerequisite: BUS-2110 Statistics I*

BUS-2180 Business Law I–Fa, Sp 3 hours

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

BUS-3150 Operations Analysis–Fa, Sp 2 hours

Introduces mathematical methods of decision analysis. Topics include probability, forecasting, decision under uncertainty, decision trees, inventory models, linear programming, and networks. *Prerequisites: BUS-2120 Statistics II; junior status.*

BUS-3180 Business Law II–Sp 3 hours

A study of employee law, negotiable instruments, agency, partnership corporations, insurance, and will. *Prerequisite: BUS-2180 Business Law I.*

BUS-3280 Entrepreneurship and Service Practicum–Fa 3 hours

In this course, students will apply concepts from the corequisite courses in which they are enrolled to their own start-up business ventures and to community service projects. Students in the class will form a 30 to 35 person company. Each company will develop a plan of organization to form and operate a business for the semester, as well as an organizational and operating plan to complete a community service project. *Prerequisites: MIS-1500; MIS-1510; ACCT-2110; ACCT-2120; BUS-2120; BUS-2180; ECON-2330; ECON-2340. Corequisites: MRKT-3600; MGMT-3500; FIN-3710 (Blocked courses).*

BUS-3400–Fa,Sp,Su 1-3 hours

Independent Study in Business Administration

Research in problems of accounting, management information systems, general business, economics, finance, management, or marketing.

BUS-3410 Topics in Business–Fa,Sp,Su 1-3 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.

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BUS-3450 Business Internship

3-12 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-3910 International Business—Fa, Sp

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-3990 Professional Development—Fa, 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 both semesters of their junior year. (Fee: \$30)

BUS-4420

2 hours

Business Ethics and Social Responsibility—Fa, 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.

BUS-4990 Executive Development—Fa, 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 both semesters of their senior year. (Fee: \$20)

Economics

ECON-2330 Microeconomics—Fa, Sp

3 hours

The 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-2340 Macroeconomics—Fa, Sp

3 hours

The 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 or corequisite: ECON-2330 Microeconomics or permission of instructor.*

ECON-3130 Government and Business—Sp

3 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 that arise in managing a business are reviewed. *Prerequisite: ECON-2330 Microeconomics.* (odd years)

ECON-3310

3 hours

International Money and Capital Markets—Sp

A study of money, banking, and monetary theory, with particular emphasis on international financial markets. *Prerequisite: ECON-2340 Macroeconomics or permission of instructor.*

ECON-3340 History of Economic Thought

3 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-2330 Microeconomics.* (even years)

ECON-3350 Comparative Economic Systems—Fa

3 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-2340 Macroeconomics or permission of instructor.* (odd years)

ECON-3360 International Trade and Economics—Fa

3 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-2330 Microeconomics or permission of instructor.*

ECON-3370 Labor Economics—Sp

3 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 a historical and current perspective. *Prerequisite: ECON-2330 Microeconomics.* (even years)

ECON-3380

3 hours

Economic Development and Political Economy—Sp

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-2340 Macroeconomics or permission of instructor.*

ECON-3390 Public Finance—Sp

3 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-2340 Macroeconomics.* (odd years)



Technology is commonly incorporated into classes, assignments and projects simulating real-world experiences.

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End-User Information Systems

EUIS-1000 **3 hours**

Word Processing Concepts and Applications

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-1010 **3 hours**

Presentation Graphics Concepts and Applications—Sp

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 teach basic design concepts.

EUIS-2010 **3 hours**

Spreadsheet and Database Concepts and Applications—Sp

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. The course will also 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. *Prerequisite: MIS-1510 Software Tools for Business.*

EUIS-2200 Desktop Publishing **2 hours**

Writing, assembling, and designing publications commonly found in businesses, such as newsletters, brochures, reports, and promotional materials using PageMaker software.

Finance

FIN-1710 Personal Finance—Fa, Sp **3 hours**

This course is designed to educate and inform the undergraduate student about personal finance, with the view towards practical application, both currently and upon graduation. The course integrates principles of personal finance with Biblical principles. Topics include: Biblical stewardship, work, financial planning, budgeting, giving, taxation, use of credit, investments, asset protection, retirement and estate planning. (This course is a general elective course)

FIN-2730 Church Business Administration—Sp **3 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-3310 **3 hours**

International Money and Capital Markets—Sp

A study of money, banking, and monetary theory, with particular emphasis on international financial markets. *Prerequisite: ECON-2340 Macroeconomics or permission of instructor.*

FIN-3710 Financial Management of the Firm—Fa, Sp **3 hours**

A study of the theoretical and practical aspects of financial decision making. Topics include financial statement analysis, financial markets, risk and return, determinants of interest rates, time value of money, valuation of financial assets, cost of capital and capital budgeting, dividends, multi-national financial management, and financial planning and forecasting. *Prerequisites: ACCT-2110 Principles of Accounting I; BUS-2120 Statistics II.*

FIN-3730 Investments—Sp **3 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-3710 Financial Management of the Firm.*

FIN-3770 **3 hours**

Security Analysis and Portfolio Management—Fa

The theory and practice of security analysis techniques and portfolio management objectives. Students research securities in order to make informed buy/sell recommendations and evaluate security and portfolio performance with a particular emphasis on common stocks. Students manage a funded portfolio. *Prerequisite: FIN-3730 Investments.*

FIN-4700 Seminar in Finance—Fa,Sp **1 hour**

A forum to discuss contemporary topics and issues in finance and provide guidance in areas of student career interest.

Prerequisites: ACCT-3120 Intermediate Financial Accounting II; FIN-3310 International Money and Capital Markets; FIN-3710 Financial Management of the Firm; FIN-3730 Investments.

FIN-4750 Financial Institution Administration—Sp **3 hours**

An integrated and comprehensive analysis of the management of financial institutions considering the unique problems faced by each type of institution. *Prerequisite: FIN-3710 Financial Management of the Firm. (Fee: \$20)*

FIN-4770 Advanced Financial Management—Fa **3 hours**

An in-depth analysis of topics of concern to financial managers of modern corporations. Topics include capital budgeting, financial forecasting, working capital management, and valuation of merger and acquisition candidates. *Prerequisites: FIN 3710 Financial Management of the Firm; ACCT 3110 Intermediate Financial Accounting I.*

FIN-4790 **3 hours**

Case Problems in Financial Management—Sp

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-4770 Advanced Financial Management.*

Management

MGMT-3500 **3 hours**

Principles of Organization and Management—Fa, Sp

An examination of the policies, principles, practices, and problems involved in the management of organizations as they are currently being applied in the United States and around the world to meet or exceed customer's expectations.

MGMT-3510 Entrepreneurship I—Fa **3 hours**

This course will introduce students to small business and entrepreneurship. Topics will include personal characteristics of entrepreneurs, issues involving the uniqueness of family businesses, what small business owners can expect, the difference between a small business and entrepreneurial business, an overview of business models, an introduction to finding and/or evaluating a business opportunity, and the operational basics of starting and running a small or entrepreneurial business.

MGMT-3511 Entrepreneurship II—Sp **3 hours**

This course will focus on looking for, identifying, and evaluating business opportunities, then matching business models to take advantage of them. Content will include creativity, opportunity recognition, evaluation, cognitive processes of entrepreneurs, environmental scanning, entrepreneurial business models (strategy), and will introduce initial financial elements of opportunity evaluation.

MGMT-3514 Entrepreneurship V—Fa, Sp **3-12 hours**

This course will be a practicum for SB&E students to gain experience in a small business or entrepreneurial setting that is appropriate for their future goals. These experiences will be in the form of internships, shadowing entrepreneurs, working in a small business or entrepreneurial firm on significant projects or in significant roles, or consulting with these types of firms.

Due to the dynamic nature of opportunities provided by small business people and entrepreneurs, it can be taken, with the

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permission of the lead professor at any time during the SB&E program. In addition, since each experience is unique, it can be taken more than once for up to 12 semester hours. *Prerequisite: Permission of instructor.*

MGMT-3520 3 hours

Production and Operations Management—Fa, Sp

Introduction to the concepts, methodologies, and application of production and operations management. Designed to develop problem-solving and decision-making skills to apply in the operations and production areas of the firm. Designed to develop an appreciation for the interaction of operations management with the management systems of organizations and the processes associated with “Lean” thinking necessary to create value for the customer. *Prerequisites: ACCT-2120 Principles of Accounting II; BUS-2120 Statistics II; MGMT-3500 Principles of Organization and Management; or permission of instructor.*

MGMT-3530 Human Resources Management—Fa, Sp 3 hours

An analysis of the principle 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-3500 Principles of Organization and Management or permission of instructor.*

MGMT-3550 Organizational Behavior—Fa 3 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-3500 Principles of Organization and Management or permission of instructor.*

MGMT-3560 Project Management—Sp 3 hours

This course will lay a foundation for an understanding of project management principles. It will examine principles, processes, and tools project managers have developed to effectively manage and lead projects.

MGMT-3570 International Management—Sp 3 hours

Focuses on the principles of management in a 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-3500 Principles of Organization and Management.*

MGMT-4510 3 hours

Administrative Policy and Strategy—Fa, Sp

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 within 2 semesters of graduation. Capstone course. *Prerequisites: FIN-3710 Financial Management of the Firm; MGMT-3500 Principles of Organization and Management; MRKT-3600 Principles of Marketing.*

MGMT-4520 Supply Chain Management—Sp 3 hours

Introduces students to key concepts in supply chain design, planning, and operations. Typical content includes the supply chain strategic environment, designing appropriate networks, forecasting demand and supply, planning and managing inventories, sourcing and transporting products, supply chain coordination, and the impact of technology on supply chain management. Course methodology emphasizes application of concepts through case study, plant tours, and presentations. *Prerequisites: BUS-2120 Statistics II; MGMT-3520 Production and Operations Management.*

MGMT-4530 Industrial Relations Management—Sp 3 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. *Prerequisites: MGMT-3500 Principles of Organization and Management.*

MGMT-4550 Advanced Organizational Behavior—Sp 3 hours

This is an advanced course about managing people and organizations at the dawn of the 21st century, intended for 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: MGMT-3550 Organizational Behavior or permission of instructor.*

MGMT-4560 3 hours

Organizational Change and Development—Fa

This course focuses on the theories, concepts, processes, and tools of leading successful organizational change, as changes involve sensitivity to issues that arise at the individual, interpersonal, and institutional levels as well as building the organization’s capacity to both adapt to change and generate innovation. *Prerequisite: MGMT-3500 Principles of Organization and Management or permission of instructor.*

MGMT-4570 3 hours

Advanced Topics in Operations Management—Sp

This course expands on critical topics in the field of operations management, including the operations management strategy and tools and contemporary topics such as “Lean” techniques and value-stream mapping. *Prerequisite: MGMT-3520 Production and Operations Management or permission of instructor.*

Management Information Systems

MIS-1500 2 hours

Information Technology for Business—Fa, Sp

This course will focus on understanding the broad nature of information technology and how it fits in today’s business world. Students will learn the nature of information technology, its application, and unique business models, as well as how to manage technology from a business value perspective. Fundamentals of the industry, technologies, and application of that technology are developed. Students will experience the IT industry through practical exploration of its breadth and depth.

MIS-1510 Software Tools for Business—Fa, Sp 2 hours

This course emphasizes the use of software in a business environment. Students will develop a working knowledge of spreadsheet, database, and other software packages appropriate to the current business environment. (Fee: \$10)

MIS-2200 Fundamentals of MIS—Fa 3 hours

This course is an introduction to the field of Management Information Systems (MIS). It is a demanding course that takes students through the process of developing an information system. While working through this process, students will be introduced to the primary topics and techniques used in MIS. Case study is the primary method used in teaching the course. Gateway course to the MIS major.

MIS-2300 Introduction to Programming—Sp 3 hours

Intended as the first programming course for MIS majors, this course will introduce the student to the process of programming and to the syntax and usage of the Java programming language. The programming assignments will encourage students to analyze problems in a logical, intentional, and structured manner so that they can develop well constructed programs using structured and object-oriented programming techniques. *Prerequisite: MIS-2200 Fundamentals of MIS (Fee: \$20)*

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MIS-3100 Database Development—Fa 3 hours

This course teaches students database fundamentals while providing a broad survey of the field's major topics. Students learn information systems and the critical nature of databases within IS contexts. Topics include storage & retrieval, data modeling, logical & physical design, relational and object-oriented databases, data warehousing, databases and the internet, and data security. Students apply essentials by creating, exercising, and administering databases. *Prerequisite: MIS-2200 Fundamentals of MIS. (Fee: \$20)*

MIS-3300 Advanced Topics in Programming Languages—Sp 3 hours

Advanced concepts in programming and programming languages using one or more programming languages. Theories of program design and implementation. Some discussion of the design of programming languages and the comparison of strengths and weaknesses in performing different types of tasks. *Prerequisite: MIS-2300 Introduction to Programming. (Fee: \$20)*

MIS-3400 Data Communications and Networking—Fa 3 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: MIS-2200 Fundamentals of MIS or permission of instructor. (Fee: \$50)*

MIS-3500 Web Development—Sp 3 hours

This course will expose students to the process of developing information systems for the World Wide Web. The focus will be on advanced web page creation including dynamic content, scripting, applets and server issues. *Prerequisite: MIS-2200 Fundamentals of MIS.*

MIS-3800 Systems Analysis and Design—Sp 3 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-3100 Database Development.*

MIS-3910 Advanced Topics in MIS—Fa,Sp 3 hours

This course heading covers a variety of MIS courses offered on a temporary basis. The dynamic nature of the field of MIS gives rise to the need to address recent changes in technologies, methods, and systems.

MIS 4100 Advanced Database Design—Sp 3 hours

This course is a systematic study of the use of databases in dynamically generated web pages in e-commerce systems. The course focuses on the integration of database management systems and other software such as CRM, ERP, and supply chain management systems in the design and development of scalable E-commerce systems. *Prerequisites: MIS-3100 Database Development; MIS-3500 Web Development. (Fee: \$20)*

MIS-4500 System Development—Sp 3 hours

Students hone their skills of analysis, design, and project management as they work in teams to develop IT projects that solve real-world problems proposed by end-users both inside the University and in outside organizations. The projects usually encompass aspects of system analysis, user-interface design, database development, web development, end-user training, documentation, and presentation to customers. Capstone course. *Prerequisites: MIS 3500-Web Development; MIS-3800 System Analysis and Design*

Marketing

MRKT-3600 Principles of Marketing—Fa, Sp 3 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-3610 Sales/Sales Management Systems—Sp 3 hours

Principles employed in the development, administration, and strategy of a sales force. Professional selling from a Christian perspective along with training, managing, compensating, and motivating a sales force. *Prerequisites: MGMT-3500 Principles of Organization and Management; MRKT-3600 Principles of Marketing.*

MRKT-3630 Marketing Research—Sp 3 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-3600 Principles of Marketing.*

MRKT-3650 Buyer Behavior—Sp 3 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-3600 Principles of Marketing.*

MRKT-3660 Promotion Strategy—Fa 3 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-3600 Principles of Marketing or permission of instructor.*

MRKT-3670 Business to Business Marketing—Fa 3 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-3600 Principles of Marketing.*

MRKT-3680 Nonprofit Marketing—Fa 3 hours

Designed to acquaint the student with skills, abilities, and attitudes necessary to effectively implement marketing practice in nonprofit organizations. *Prerequisite: MRKT-3600 Principles of Marketing or permission of instructor.*

MRKT-3690 Services Marketing—Sp 3 hours

Designed to act as an introduction to the field of service-oriented business concerns and their subsequent marketing.

MRKT-4610 Marketing Strategy—Sp 3 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. *Prerequisites: senior status; twelve hours of marketing including MRKT-3600 Principles of Marketing.*

MRKT-4620 International Marketing—Fa 3 hours

An intensive investigation of the problems, regulations, and challenges facing U.S. manufacturers seeking to expand their markets to countries abroad. *Prerequisite: MRKT-3600 Principles of Marketing.*