

Business

Department Faculty

Christopher Dodson
Ronald Jones
Scott Quatro

Department Goals

This department offers a four-year major in business designed to prepare students for careers in areas such as government, corporate industry, small business, and Christian and secular non-profit organizations. Students may use departmental elective hours to gain some optional specialization by completing a concentration in accounting, finance or marketing.

The department also offers an Associate of Arts degree in business, requiring two years of study. This degree enables candidates to qualify for various entry-level employment opportunities or to proceed to the regular four-year degree program.

Emphasis in all programs is placed on the development of a Christian worldview as it applies to the business dimensions of the created order. Requirements for the various programs are presented below. Departmental materials giving more specific guidance are made available in the academic advising process.

Requirements for Major in Business

The core and distribution requirements for a major in business are those listed for baccalaureate degrees on page 24, with the exception that the social science requirement (3 hours) will be fulfilled through economics, and mathematics (3 hours) will be fulfilled with MAT 144 Finite Mathematics and Brief Calculus for Business Major, which has a prerequisite. Both of these courses are incorporated into the Common Business Core.

Core requirements	52
Electives.....	20

Major and Supporting Course Requirements

Lower Division Common Business Core

The following courses compose the Common Business Core (CBC) that must be completed prior to admission into upper division (300-400 level) courses. Only two of the CBC courses may be transferred in from another institution. Of these courses, only one may be from the accounting sequence and one from the economics sequence. MAT 141. College Algebra is a prerequisite for ECO 201, 202 and MAT144.

ACC 201. Principles of Accounting I	3
ACC 202. Principles of Accounting II	3
BUS 250. Principles of Management.....	3
ECO 201. Principles of Macroeconomics	3
ECO 202. Principles of Microeconomics.....	4
MAT 144. Finite Mathematics and Brief Calculus for Business Majors	4
STA 253. Statistics for Decision Making.....	4
Common Business Core subtotal	24

Upper Division Major Requirements

BUS 345. Business Law.....	3
BUS 350. Business Ethics Seminar	3
BUS 400. Strategic Management ‘S’ ‘W’	3
BUS 410. Business Research Paper ‘S’ ‘W’	1
BUS 492. Senior Integration Paper in Business	2
FIN 340. Principles of Finance.....	3
MKT 300. Principles of Marketing.....	3
Twelve upper division hours 300-400 level, accounting, business, finance, marketing, approved economics or computer science courses (maximum of 6 hours transferred from another four-year institution)	12
Upper division major subtotal	30
Total hours for the major.....	54
Total degree hours.....	126

Requirements for Concentrations and Minors

Minor in Business

ACC 201. Principles of Accounting I	3
ACC 202. Principles of Accounting II or upper-division business elective.....	3
BUS 250. Principles of Management	3
BUS 345. Business Law	3
ECO 202. Principles of Microeconomics.....	4
MKT 300. Principles of Marketing.....	3
Total hours for the minor	19

Concentration in Accounting

ACC 201. Principles of Accounting I	3
ACC 202. Principles of Accounting II	3
ACC 301. Intermediate Accounting I	3
ACC 302. Intermediate Accounting II	3
ACC 305. Cost Accounting.....	3
ACC 310. Accounting Information Systems	3
ACC 405. Principles of Taxation.....	3
ACC 410. Auditing.....	3
Total hours for the concentration	24

Concentration in Finance

ACC 301. Intermediate Accounting I	3
ECO 301. Intermediate Macroeconomics	3
FIN 340. Principles of Finance.....	3
FIN 345. Corporate Financial Management.....	3
FIN 350. Investments.....	3
Total hours for the concentration	15

Concentration in Marketing

MKT 300. Principles of Marketing.....	3
MKT 332. Consumer Behavior	3
MKT 335. Promotion.....	3
MKT 410. Marketing Research.....	3
MKT 415. Marketing Management.....	3
Total hours for the concentration	15

Please consult course descriptions regarding prerequisites.

Requirements for Associate of Arts Degree in Business

Core Requirements

(for details see page 29)

BIB 111. Old Testament Introduction.....	3
BIB 142. New Testament Introduction	3
COR 100. The Christian Mind	2
COR 225-226. Cultural Heritage of the West I, II.....	6
ENG 111. English Composition	3
HIS 315. Twentieth-Century World History	3
MAT 144. Finite Mathematics and Brief Calculus for Business Major	4
PE 151. Concepts in Physical Education	2
PE 152. Personal Aerobics and General Fitness.....	1
Fine Arts Distribution Requirement	3
Natural Science Lab Distribution Requirement.....	4
Social Science Distribution Requirement.....	3
Core subtotal.....	37

Area of Concentration

ACC 201. Principles of Accounting I.....	3
ACC 202. Principles of Accounting II.....	3
BUS 250. Principles of Management	3
BUS 310. Business Research Paper ‘S’ ‘W’	1
BUS 345. Business Law	3
ECO 201. Principles of Macroeconomics	3
ECO 202. Principles of Microeconomics.....	4
FIN 340. Principles of Finance.....	3
MKT 300. Principles of Marketing.....	3

One 300-400 level, accounting, business, finance, marketing, approved economics or computer science course	3
Concentration subtotal	29
Total AA degree hours.....	66

Accounting Courses

201. Principles of Accounting I

A study of the fundamental principles of financial accounting as applied to proprietorships and partnerships. Coverage includes the theory of debits and credits, the accounting cycle, income statement and balance sheet presentation, special journals, accounting for service and merchandising enterprises, cash, receivables, inventories, temporary investments, plant assets, payroll, notes payable, other current liabilities, and intangible assets. Three hours.

202. Principles of Accounting II

A continuation of ACC 201 with treatment extended to corporations. Coverage includes stockholders’ equity, long-term liabilities, time value of money concepts, long-term investments, statement of cash flows, and financial statement analysis. Introduction to cost/managerial accounting including job order and process costing in the manufacturing environment, budgeting, standard costs and variance analysis, cost-volume-profit relationships, cost allocation, differential analysis, capital expenditure analysis, and managerial control and decision making. Prerequisites: ACC 201 and MAT 144. Three hours.

301. Intermediate Accounting I

This course begins with a review of the accounting cycle at the introductory level and progresses to more rigorous levels of financial accounting. Emphasis is on in-depth treatment of the measurement of the elements of the balance sheet and income statement; consideration of the conceptual framework of accounting theory and the authoritative literature; further treatment of time value of money concepts. Prerequisite: ACC 202. Three hours.

302. Intermediate Accounting II

A continuation of ACC 301. Special topics include leases, pensions, financial reporting of income taxes, accounting changes and error analysis, statement of cash flows, earnings per share, accounting for changing prices, and financial statement analysis. Prerequisite: ACC 301. Three hours.

305. Cost Accounting

A more rigorous treatment of the cost/managerial material covered in ACC 202. The development of cost accounting systems primarily in the manufacturing environment to facilitate the assignment of costs to finished units of product. The use of accounting information by management in planning, controlling, and decision making. Topics include cost definition and behavior concepts, job-order and process

costing, special cost allocation methods, budgeting, standard costing and variance analysis, variable vs. full absorption costing, profit planning using cost-volume-profit relationships, non-routine decisions, and performance evaluation. Prerequisites: Common Business Core. Three hours.

310. Accounting Information Systems

A study of accounting information systems and their role in the organization. Topics include systems analysis and design, the fundamentals of the use of computer technology, controls over computer-based systems, and selected applications. Prerequisite: Common Business Core. Three hours.

405. Principles of Taxation

Covers the principles of federal income taxation as they are applied primarily to individuals and corporations. Some limited coverage given to partnerships, estates, and trusts. Emphasis is given to the conceptual foundations with some treatment of compliance and procedures. Prerequisite: Common Business Core. Three hours.

410. Auditing

A course covering the fundamentals of the attest function performed by the professional accountant. Emphasis is on topics related to public accounting such as professional standards and ethics, legal liability, evidence, internal control, and reports of financial statements. Brief coverage is given to the internal audit functions. Prerequisite: ACC 301. Three hours.

411. Accounting Internship

This course allows students to earn a specific number of academic credits for evaluating work experience in light of concepts and techniques taught in college classes, texts, and publications. Upon registration, a contract must be signed by the student, a faculty evaluator, and an employer specifying a minimum number of hours to be worked on meaningful projects, an employer evaluation at the conclusion of the intern's work, a log of activities, and a paper which makes conceptual connections between coursework and the field experience. Prerequisite: Common Business Core; ACC 301. One to three hours.

490. Independent Study

Directed studies in accounting topics for juniors and seniors. Students must develop a course proposal and obtain a formal agreement from a department faculty member. Prerequisite: Common Business Core.

499. Selected Topics

Course content to be determined by special student needs. Prerequisite: permission of instructor.

Business Courses

250. Principles of Management

Covers the concepts, issues, terminology, and practices of contemporary management. Contributions from organizational experience, theory, and research are examined as they relate to planning, organizing, leading, and controlling business outcomes. Prerequisites: ENG 111; Sophomore standing. Three hours.

320. Human Resource Management

Emphasizes the strategic importance of human resource practices to successful achievement of organizational goals. Contemporary practices in staffing, training, organizational development, compensation, and employee relations are examined in light of the latest theory and research. Prerequisite: Common Business Core and Junior standing. Three hours.

322. Legal Environment of Employment

Taught from a compliance management perspective, this course exposes students to the legislation and common law that impact the highly regulated employer-employee relationship. Prerequisite: Common Business Core and Junior standing. Three hours.

330. Small Business Management

Students will learn the intricacies and complexities of owning and/or managing a small business in the current American and global business environment. Prerequisite: BUS 250 or permission of instructor. Three hours.

335. Entrepreneurship

From a Christian perspective, this course focuses on all aspects of starting a business: one's motivation and objectives, selecting promising ideas, beginning new ventures, and obtaining initial financing. Practical issues will include: where to get ideas, how ventures are begun, what resources you need for start-ups, how to evaluate proposals, and anticipating legal and tax implications. In teams, students will develop a business plan. Prerequisite: BUS 330. Three credits.

344. Organizational Behavior

Emphasizes the practical application of behavioral science theory and research to organizations. Topical areas include motivation, reward systems, leadership, group dynamics, and organization change. Prerequisite: Common Business Core and Junior standing. Three hours.

345. Business Law

An introductory course in the applied principles of business law, based on a case study of contracts, negotiable instruments, agency, sales, bailment, and the transfer of real

and personal property by individuals, partnerships and corporations. Prerequisite: Common Business Core and Junior standing. Three hours.

350. Business Ethics Seminar

Conceptual ethical frameworks will be discussed and critically evaluated in light of a Christian worldview. Contemporary and seminal articles about business ethics issues will be discussed and debated. Students will conduct research and present on a contemporary business ethics success or failure. Prerequisite: Common Business Core and Junior standing. Three hours.

360. Management Lessons From Literature and Film

Emphasizes management as a liberal art through the investigation of management themes in literature and film. Course assignments and exercises will reinforce the transfer of lessons from text/screen to professional managerial practice. Prerequisite: Common Business Core and Junior standing. Three hours.

400. Strategic Management

As a capstone to the business program, this course concentrates on integration of the business disciplines through lectures and cases in business from diverse industries. Strategic issues faced by organizations are comprehensively analyzed including their ethical dimensions. Prerequisites: BUS 345, FIN 340, MKT 300 and Senior standing. Three hours. 'S' 'W'

410. Business Research Paper

This course is for business majors only. The purpose of this course is to help students learn how to do careful academic research in the field of business and write clearly on a chosen business topic. Prerequisites: Common Business Core and Senior standing. One hour. 'S' 'W'

411. Business Internship

This course allows students to earn a specific number of academic credits for evaluating work experience in light of concepts and techniques taught in college classes, texts, and publications. Upon registration, a contract must be signed by the student, a faculty evaluator, and an employer specifying a minimum number of hours to be worked on meaningful projects, an employer evaluation at the conclusion of the intern's work, a log of activities, and a paper which makes conceptual connections between coursework and the field experience. Prerequisites: ACC 201, BUS 250, ECO 202, MKT 300 and Senior standing. One to three hours.

490. Independent Study

Directed studies in business topics for juniors and seniors. Students must develop a course proposal and obtain formal agreement from a department faculty member. Prerequisites: BUS major, Common Business Core. One to three hours.

492. Senior Integration Paper in Business

An independent study required of all students majoring in business. The student will explore and analyze a topic related to the student's area of interest in business in the light of Christian worldview. The study will result in a written thesis. Prerequisites: BUS 350, Senior standing. Two hours. 'S'

499. Selected Topics

Course content will be determined by the department. Three hours.

Finance Courses

210. Personal Finance

A survey of personal financial strategies such as financial planning, investments, insurance, budgeting, cash flow management, and proper borrowing practices used throughout an individual's life cycle will be considered. The course will consider these topics in light of a variety of Christian perspectives. In addition to textbook material, students will engage in a variety of experiential exercises, review contemporary material, and meet with professionals on many of the topics covered. This course may not be taken as a business elective. Three hours. SS

340. Principles of Finance

A survey of the field of financial management including the financial marketplace, performance evaluation, determinants of securities valuation, risk and return analysis, capital investment decisions, and cost of capital. Prerequisite: Common Business Core and Junior standing. Three hours.

345. Corporate Financial Management

This course is the second in a survey of the field of financial management. Broad topic areas include capital structure and dividend policy, working capital management and financial forecasting, and advanced topics in financial management. Prerequisite: FIN 340. Three hours.

350. Investments

A course exploring the environment in which investment alternatives are available, the analysis and valuation of securities, the management of risk in the investment process, portfolio theory, asset pricing models, and the construction and management of investment portfolios. Prerequisite: FIN 340. Three hours.

485. Financial Institutions & Intermediaries

An analysis of applied financial and macroeconomic theories to the U.S. banking system and regulatory environments within the contexts of today's emerging interstate, international and global financial services intermediaries. Risk management challenges are considered including cost of funds, interest rate risk, credit policy, liquidity, use of capital, non-interest income and expense,

issuances of fixed-income securities and fiduciary-portfolio management. Prerequisites: ECO 201 and FIN 340. Three hours.

490. Independent Study

Directed studies in finance topics for juniors and seniors. Students must develop a course proposal and obtain formal agreement from a department faculty member. Prerequisite: FIN340. Two or three hours.

499. Selected Topics

Course content will be determined by the department. Three hours.

Marketing Courses

300. Principles of Marketing

The study of consumer and industrial markets and the formulation of marketing policies and strategies relating to product, price, channels of distribution and promotion are stressed. The course seeks to explore fashion and life cycles and consumer behavior as well as the legal and institutional environment of marketing. Prerequisites: ENG 111; Common Business Core and Junior standing. Three hours.

331. Retailing

A study of retailing in today's business environment. Retail store organization and operation are studied. Store location and layout, organizational structure, employee supervision, customer services and merchandising techniques are emphasized. Prerequisite: MKT 300. Three hours.

332. Consumer Behavior

An analysis of consumer motivation, purchase decisions, market adjustment, and product innovation, including a survey of related explanatory theories. Prerequisite: MKT 300. Three hours.

335. Promotion

A study of the dimensions of promotional marketing, including advertising, personal selling, public relations, and sales promotion. Prerequisite: MKT 300. Three hours.

336. Principles of Transportation/Distribution

A study of the marketing characteristics and regulatory problems of transporting by rail, motor, air, and water. Prerequisite: MKT 300. Three hours.

410. Marketing Research

A course designed to give students a basic understanding of the value and techniques of marketing research. Prerequisite: MKT 300. Three hours.

415. Marketing Management

An integrative course of a student's knowledge of markets and marketing programs from the market manager's point of

view. Prerequisites: MKT 300 and six additional credit hours in marketing or permission of the instructor. Three hours.

499. Selected Topics

Course content determined by special student needs. Prerequisite: permission of instructor.