School of Business

Roger Stichter, MBA
Dean
Introduction

The School of Business consists of undergraduate degree programs in the areas of accounting, business administration, international business, marketing, sport management, and management of information systems.

Additionally, Grace College offers online and hybrid degree programs at the undergraduate and graduate levels through the School of Adult and Community Education, which are described in each program’s individual catalog section. Offerings relevant to the business field include:

- B.S. in Management (GOAL, which is also offered on-ground)
- Master of Business Administration
Business Department

Faculty:
Roger Stichter, MBA
Dean
Scott Blum, M.A.
Chad Briscoe, M.A.
Michael Harstine, Ph.D.
Darrell Johnson, Ed.D.
James Kessler, M.Ed.
Richard Koontz, MBA
Bradley Lemler, Ph.D.
John Teevan, D. Min.

Part-time Faculty:
William Gordon, M.S.
The mission of God’s people is to carry out the total redemptive task of Jesus Christ. The business program at Grace recognizes the importance of business in our contemporary society and also the vital role a businessperson plays in carrying out this redemptive task. The workplace provides a forum to demonstrate the transforming power of God to love, serve, heal, to correct inequalities, and to work toward economic justice. There is, undoubtedly, a vital need for educated Christian people to provide vision and direction in today’s business world.

The balanced nature of the Grace business programs provides a basic preparation for entry into a variety of business occupations as well as a foundation for graduate study. Business courses, along with the liberal arts requirements, provide substantive undergraduate coverage of the functions of the business firm, an understanding of the environment of business and human behavior, and an opportunity to develop one’s personal Christian commitment and ethical sensitivity.

Departmental majors are offered that combine a major in Business Administration with another major in Accounting, Finance, Management of Information Systems, International Business, Marketing, Sport Management, or General Business. A major in Business Education (teaching major) and an inter-departmental major in Business Administration which allows you to double major in another area, are also available. Minors are available in Accounting, Business Administration, Finance, Information Systems, International Business, Marketing, and Sport Management.

The Grace Business program emphasizes academic excellence, biblical integration, and breadth of preparation. By selecting courses from a variety of other disciplines, the business student may place additional emphasis on a number of specific tracks of study. Some available tracks for those already majoring in business are:

**CPA/CMA Certification**
The accounting major prepares those wishing to sit for either the Certified Public Accountant or Certified Management Accountant exams.

**Entrepreneurship**
A General Business major and appropriate department electives.

**Human Resources**
A General Business major or a behavioral science major or minor and elective courses such as Organizational Communication Behavior and Business Communication.
Tax Professional  
An Accounting major or minor with appropriate accounting electives.

Sales Professional  
A Marketing major or Communication major with appropriate electives.

MBA Preparation  
A major in a business discipline and appropriate minor providing a solid business background.

Management of Information Systems  
A Management of Information Systems major combined with a Business Administration major or minor.

Sport Business  
A Sport Management and Business double major, Sport Management major, or Sport Management minor and appropriate business electives.

Financial Planning  
A finance major or minor with appropriate business electives.

Statement of Purpose  
Teaching others to pursue academic excellence, spiritual maturity, and vocational ministry.

This statement of purpose summarizes the department’s philosophy in carrying out the school’s mission and educational values. This should be evident through high academic standards, an emphasis on practical workplace experiences, and the application of Scripture to all aspects of life including business.

Memberships and Accreditation  
In addition to institutional accreditation by the North Central Association and membership in the Coalition of Christian Colleges and Universities, the School of Business is an accredited member of the International Assembly for Collegiate Business Education (IACBE). This assembly’s emphasis on enhancement of student learning, teaching excellence, career preparation and outcomes assessment within the constructs of a unique organizational mission correlate well with the department’s overall objectives. The department is also a charter member of the Academy of Entrepreneurship.

As a Small Business Institute, the department recognizes our commitment to serve our community and allows students to gain practical experience
through working with local entrepreneurs. Also, the Business Education program is accredited by the NCATE, and department faculty are actively involved in the Christian Business Faculty Association.

**Bachelor of Science Departmental Majors**

The requirements for departmental majors is 48 to 64 semester hours depending on the degree sought, including a Business Administration curriculum consisting of the following courses.

**Business Administration:**
- ACC211 Principles of Accounting
- ACC212 Managerial Accounting
- BUS221 Macroeconomics
- BUS222 Microeconomics
- BUS243 Principles of Management
- ISM247 Management of Information Systems
- BUS305 Business Spreadsheet Applications
- BUS313 Business Law I
- BUS320 Probability/Statistics
- BUS424 Human Resource Management
- BUS480 Senior Seminar in Management
- FIN324 Corporate Finance
- MKT215 Marketing Principles

In addition to the Business Administration major, the candidate must choose one of the following major areas or a major or minor from another discipline:

**Accounting:**
- ACC311 Intermediate Accounting I
- ACC312 Intermediate Accounting II
- ACC321 Cost Accounting
- ACC325 Computerized Accounting Systems
- ACC337 Personal Income Tax
- ACC411 Advanced Accounting I
- ACC431 Auditing

**Finance:**
- ACC311 Intermediate Accounting I
- ACC337 Personal Income Tax
- FIN301 Stewardship, Wealth and Welfare
- FIN317 Money and Banking
- FIN327 Financial Planning
- FIN428 Investments

and three hours of departmental electives.
Management of Information Systems:
ISM110 Introduction to Technology
ISM210 Computer Programming
ISM220 Introduction to Networking
ISM270 HTML and Web Development
ISM340 Database
ISM345 Systems Analysis and Design
ISM410 Advanced Programming

International Business:
BUS357 Fundamentals of Int'l Business

12 hours of International Business Study (International Business Institute or other departmentally approved study program), and six hours of departmental electives.

Marketing :
MKT341 Marketing Channels
MKT343 Advertising & Promotion
MKT415 Marketing Research
MKT417 Advanced Marketing
MKT419 Sales/Sales Management
MKT423 Public Relations
One of the following:
MKT401 Product Management
MKT403 Services Marketing

Sport Management :
SMT111 Introduction to Sport Management
SMT112 Practicum in Sport Management
SMT205 Risk Management in Sport
SMT211–212 Practicum in Sport Management
SMT230 Sport Management
SMT231 Sport Business
SMT232 Facility Management
SMT306 Event Management
Two of the following:
SMT214 Sport History
SMT355 Sport in American Society
SMT483 Research in Sport Management

General Business:
Twenty-one hours of electives within the School of Business.

**Interdepartmental Majors**
Business Administration
The requirement of the major in business administration is 48 semester hours including:

- ACC211 Principles of Accounting
- ACC212 Managerial Accounting
- BUS221 Macroeconomics
- BUS222 Microeconomics
- BUS243 Principles of Management
- ISM247 Management of Information Systems
- BUS305 Business Spreadsheet Applications
- BUS313 Business Law I
- BUS320 Probability/Statistics
- BUS424 Human Resources Management
- BUS480 Senior Seminar in Management
- FIN324 Corporate Finance
- MKT215 Marketing Principles

and nine hours of electives in the department. The candidate also must declare another business major or minor in either a business area or another discipline.

**Business Education**

The requirement for the major in business education is 24 semester hours, including the following courses:

- ACC211 Principles of Accounting
- ACC212 Managerial Accounting
- BUS221 Macroeconomics
- BUS243 Principles of Management
- BUS313 Business Law I
- BUS480 Senior Seminar in Management
- FIN324 Corporate Finance
- MKT215 Marketing Principles

Candidates for the business education major must complete an additional 24 hours of business education coursework to include each of the following areas:

- ACC311 Intermediate Accounting I
- BUS222 Microeconomics
- BUS264 Desktop Publishing
- BUS300 Personal Finance
- BUS305 Business Spreadsheet Applications
- BUS363 Methods of Teaching Business
- BUS424 Human Resource Management
- ISM110 Introduction to Technology
Students also take the following professional education courses required by the Department of Teacher Education:

**Professional Education Requirements**
- EDU110 Foundations of Education
- EDU235 Instructional Methods & Materials
- EDU240 Educational Psychology
- EDU244 Exceptional Learners
- EDU254 Diversity in the Classroom
- EDU265 Computer Applications in Education
- EDU311 Classroom Management
- EDU332 Professionalism in Teaching
- EDU333 Classroom Assessment
- EDU430 Philosophy of Education
- EDU471 Student Teaching
- EDU495 Senior Seminar

**Information Systems**
The Information Systems program has been designed by the Business Department to meet the needs of non-Business students who wish to combine technology with another field of learning. This program provides exposure to a broad range of technology subjects including computer programming, networking, database and web development. Students are also required to minor or major in a second academic discipline. Common combinations include: Graphic Design, Communications, Mathematics and Youth Ministry.

The requirements for the B.S. and B.A. degrees in Information Systems include:

- ACC211 Principles of Accounting
- BUS305 Business Spreadsheet Applications
- ISM110 Introduction to Technology
- ISM210 Computer Programming
- ISM220 Introduction to Networking
- ISM247 Management of Information Systems
- ISM270 HTML and Web Development
- ISM340 Database
- ISM345 Systems Analysis/Design
- ISM 410 Advanced Programming

Two of the following:
- ART230 Basic Graphic Design
- ART250 Computer Graphic Design
- BUS313 Business Law I
- COM213 Interpersonal Communication
- COM346 Organizational Communication /Behavior
MAT121 Calculus I
MAT320 Probability/Statistics

Web Design and Development
The requirement for this degree is 42 hours for a Bachelor of Science or 45–48 hours for a Bachelor of Arts. A minor is not required. See program overview at the end of this catalog.

The following courses are required:
Graphic Design Foundation*
   ART120 Drawing I
   ART211 Two-Dimensional Design
   ART230 Basic Graphic Design
   ART250 Computer Graphics: Design I
   ART255 Computer Graphics: Design II
   ART332 Art History: Renaissance to Modern

Information Systems Foundation*
   ISM110 Introduction to Technology
   ISM210 Computer Programming
   ISM270 HTML & Web Development
   ISM340 Database
   ISM410 Advanced Programming

Select one of the following:
   ISM220 Introduction to Networking
   ISM345 Systems Analysis and Design

Select one Marketing Component:
   MKT215 Marketing Principles
   COM346 Organizational Communication/Behavior

Capstone Course
   ART442 Advanced Problems and Portfolio Design

*NOTE: ART course numbers are offered by the Art Department. For more information, please refer to that portion of the catalog. COM course numbers are offered by the Languages, Literature and Communication Department. ISM and MKT course descriptions are found in the School of Business section of the Catalog. Please refer to that portion of the catalog for more information.

Sport Management
The requirement for the B.S. and B.A. degrees in Sport Management include:

   SMT111 Introduction to Sport Management
   SMT112 Practicum in Sport Management
   SMT205 Risk Management in Sport
SMT211–212 Practicum in Sport Management
SMT230 Sport Management
SMT231 Sport Business
SMT232 Facility Management
SMT306 Event Management
SMT420 Senior Seminar in Sport Management
Two of the following:
  SMT214 Sport History
  SMT355 Sport in American Society
  SMT483 Research in Sport Management

Business:
  BUS221 Macroeconomics
  BUS243 Principles of Management
  BUS313 Business Law I

and an elective track. Elective tracks include a double major or a minor and elective courses from the department. Elective track options include Fitness Management, Coaching Management, Sport Business, Sport Ministry, Sport Medicine, and Sport Media.

**Bachelor of Arts**
A Bachelor of Arts degree may be earned by completing at least six (6) hours of the second year of a foreign language in addition to the requirements for Bachelor of Science.

**Business Minors**

**Accounting Minor**
The requirement for the minor in Accounting is 21 semester hours in accounting including:

- ACC211 Principles of Accounting
- ACC212 Managerial Accounting
- ACC311 Intermediate Accounting I
- ACC312 Intermediate Accounting II
- ACC325 Computerized Accounting Systems

One of the following:
  - ACC321 Cost Accounting
  - ACC337 Personal Income Tax

and three hours of electives in the department.

**Business Administration Minor**
The requirement for the minor in Business Administration is 24 semester hours including:
ACC211 Principles of Accounting  
ACC212 Managerial Accounting  
BUS 221 Macroeconomics  
BUS222 Microeconomics  
BUS243 Principles of Management  
BUS313 Business Law I  
and six hours of electives in the department.

**Information Systems Minor**  
The requirement for the minor in Information Systems is 21 hours including:

- ISM110 Introduction to Technology  
- ISM210 Computer Programming  
- ISM220 Introduction to Networking  
- ISM247 Management of Information Systems  
- ISM270 HTML and Web Development  
- ISM340 Database

One of the following:

- ISM345 Systems Analysis and Design  
- ISM410 Advanced Programming

**International Business Minor**  
The requirement for the minor in International Business is 24 hours including:

- ACC211 Principles of Accounting  
- BUS221 Macroeconomics  
- BUS243 Principles of Management  
- MKT215 Marketing Principles  

and completion of 12 hours of international business study, such as the International Business Institute.

**Marketing Minor**  
The requirement for the minor in Marketing is 24 hours including:

- MKT215 Marketing Principles  
- MKT341 Marketing Channels  
- MKT343 Advertising & Promotion  
- MKT415 Marketing Research  
- MKT417 Advanced Marketing

One of the following:

- MKT401 Product Management  
- MKT403 Services Marketing  

and six hours of electives in the department.
Sport Management Minor
The requirement for the minor in Sport Management is 24 hours including

- SMT111 Introduction to Sport Management
- SMT112 Practicum in Sport Management
- SMT205 Risk Management in Sport
- SMT211 Practicum in Sport Management
- SMT230 Sport Management
- SMT306 Event Management
- SMT355 Sport in American Society

and 9 hours of electives within the department.
COURSES

Accounting

ACC211 Principles of Accounting
Develops an understanding and application of basic accounting principles. Emphasis on building and using basic financial statements and a manager’s use of accounting data. This course and ACC212 together serve as the first year of accounting. Three hours.

ACC212 Managerial Accounting
The study of the managerial aspects of accounting and finance. Includes an in-depth study of the statement of cash flows, analysis of financial statements, product cost management, cash budgeting and cash management. Prerequisite: ACC211. Three hours.

ACC311–312 Intermediate Accounting I and II
Integrates accounting theories and concepts in the preparation and analysis of financial statements with emphasis on corporate accounting. During the two semesters, students encounter a detailed study of the balance sheet. Prerequisites: ACC211 and ACC212. Three hours each.

ACC321 Cost Accounting
Emphasis on job order cost, process cost, and standard cost systems, as well as the use of cost data in decision making. Prerequisites: ACC211 and ACC212. Three hours.

ACC325 Computerized Accounting Systems
This course is a practical study and use of technology to record and present accounting data. Prerequisite: ACC211. Three hours.

ACC337 Personal Income Tax
Personal and small business tax principles and practices. Utilizes basic material furnished by the Internal Revenue Service. Practical guides with relevant problems. Prerequisite: ACC211. Three hours.

ACC338 Institutional Income Tax
Studies of the phases of income taxation as related to partnerships, corporations, and not-for-profits; problems will require investigation of concepts and theories of taxable income. Prerequisite: ACC211. Three hours.

ACC411 Advanced Accounting I
Emphasis on governmental and not-for-profit accounting, business combinations, partnerships, estates and trusts, and international accounting concepts. Prerequisite: ACC312. Three hours.
ACC431 Auditing
Emphasis on the principles underlying the verification of financial statements by independent public accountants and the auditor’s report. Prerequisites: ACC311–12. Three hours.

ACC480 Best Practices in Management
A study of best practices in management; practices relevant to management in both the for-profit and not-for-profit sections; practices that span the traditional business disciplines. Prerequisite: permission from the department chair. Three hours.

ACC490 Accounting Theory
Designed to aid accounting students in developing approaches to solutions of complex accounting problems. Underlying theoretical frameworks will be presented and the latest pronouncements of the Financial Accounting Standards Board and the Auditing Committee of the AICPA are reviewed. Prerequisites: ACC411 and senior standing. Three hours.

ACC491–494 Accounting Internship
Open to qualified junior and senior business and accounting majors who are placed with cooperating firms to receive training in this discipline. Periodic reports and evaluations are submitted by the firm and the student. Prerequisite: relevant course work and approval by department chair. One to four hours.

Business Administration
BUS108 Business Communication
Designed for students interested in cultivating a more effective and precise means of written and verbal business communication. The course focuses on business correspondence, intra-company communications, report writing, and oral communication. Three hours.

BUS113 Introduction to Mass Communication
A survey of mass media in society, including newspapers, magazines, radio, television, film, advertising, public relations, journalism, and communication theory. This course covers the history, economic controls, governmental controls, problems, and societal importance of the information and entertainment media. (Home Department–COM113. Register as COM113.) Three hours.

BUS221 Macroeconomics
A macro–economic approach to economic analysis of markets, prices, and supply and demand through the grid of social issues. The
relationship between economics and social justice issues and the role of Christians in the marketplace is discussed. Three hours.

**BUS222 Microeconomics**
A study of issues arising in the microeconomic environment. Analyzes market structures, competition, and government’s role in an economy as well as an evaluation of the efficiency and equity of the free market system. Three hours.

**BUS240 Research Methods in the Social Sciences**
An introductory study of the principles and techniques of investigation and data collection in the social sciences. The course will deal with techniques of organizing, conducting, analyzing, and presenting such data. (Home Department–BHS. Register as BHS240.) Three hours.

**BUS243 Principles of Management**
Surveys the four major managerial functions: planning, organizing, leading and controlling. Within a biblical framework examines developments from scientific management to ethics, diversity, social responsibility and globalization. Three hours.

**ISM247 Management of Information Systems**
A study of the fundamental principles of management of information systems from the manager’s perspective, this course will focus on the role and responsibilities of information systems within an organizational setting. Three hours.

**BUS264 Desktop Publishing**
Course emphasizes word processing applications and features in the field of Desktop Publishing. Emphasizes efficient production of documents. Three hours.

**BUS300 Personal Finance**
Financial problems encountered in managing individual affairs. Topics include family budgeting, installment buying, credit, etc. Three hours.

**BUS305 Business Spreadsheet Applications**
Students advance their skill and confidence in using the workbook, database and output capabilities of Microsoft Excel. Focus is on understanding the advanced features of Excel and key issues of design and advanced output capabilities of spreadsheet programs. Prerequisites: ACC211, BUS243. Three hours.

**BUS313 Business Law I**
Basic legal principles which control modern business transactions. Deals with such topics as contracts, agencies, employment, negotiable instruments, property, sales, and business relations with government. Three hours.
BUS314 Business Law II
An expansion of the legal principles introduced in BUS313. Prerequisite: BUS313. Three hours.

BUS320 Probability and Statistics
This is an introductory course in probability and statistics. Topics covered include probability theorems and models, statistical techniques, and practices for applying statistical techniques in the world around us. (Home Department – MAT. Register as MAT320). Prerequisites: 12 credit hours; pass Basic Algebra Competency Exam. Three hours.

BUS326 Small Business Management
Small business planning applying the fundamentals of planning, organizing, leading, and controlling to the specific requirements of small business marketing, finance, production, and personnel. Practical application and case study is emphasized. Three hours.

BUS328 Production Management
The course studies the theory and practice of managing the production environment including plant layout and best practices in production. Prerequisite: BUS243. Three hours.

BUS346 Organizational Communication and Behavior
A survey of the various applications of communication theory to business and organizational life. Special emphasis is given to small groups, interviewing skills and persuasive proposals. (Home Department–COM. Register as COM346.) Prerequisite: COM110. Three hours.

BUS357 Fundamentals of International Business
An awareness of the global business environment is essential. This survey course introduces various facets of international business, its application to the domestic concern, and national economy. Areas reviewed include the role and impact of multi-national corporations, cross cultural factors, and global strategies. Prerequisite: BUS243. Three hours.

BUS358 Development Economics
Application of economic principles to the area of development and growth. Historical analysis, alternative economic systems, structural adjustment, cultural and social consequences will be addressed. Emphasis on cultivating a Christian response in assisting the economically active poor. Prerequisite: BUS221. Three hours.

BUS363 Methods of Teaching Business
A presentation of the principles and techniques used in teaching business courses. Includes the study of various learning theories as well as various curriculum materials available. Will involve field experiences. Three hours.
BUS424 Human Resource Management
An examination of the personnel functions in the business organization, particularly job analysis, recruitment and hiring, training, performance appraisal, compensation, the psychological forces motivating workers, discipline, and morale within a heightened awareness of legislative and regulatory oversight. Prerequisite: BUS243. Three hours.

BUS426 Office Management Seminar
For the potential and practicing office administrator. The basic principles of planning and organizing office operations will be studied on a practical basis. Space management, furniture and equipment requirements, information and records management, and information services will be among the topics covered. To be taken with or following BUS424. One hour.

BUS451 Comparative Economic Systems
An introduction to the comparative study of the major economic systems, including the underlying ideological foundations and institutional arrangements. The major theoretical aspects of various types of systems are covered along with their central organizational features. Offered in conjunction with International Business Institute. See department chair. Prerequisite: completion of the junior year. Three hours.

BUS457 Topics in International Business
This course is intended to integrate the field experiences and presentations by guest faculty in the areas of international business with the current developments and literature. Students will be expected to prepare analytical reports on the various firms and institutions visited in the program. Major topics included in reading and discussion in this course are the role of the multinational firm in the world economy, international business strategy, organizational behavior and international investment and financial management. Offered in conjunction with International Business Institute. See department chair. Prerequisite: completion of junior year. Three hours.

BUS471–473 Practicum in Business
A course designed to give selected business majors practical experience in a variety of organizational settings. Involvement will vary according to the nature of the practicum, type of business consulted and the number of hours approved by the practicum committee. One to three hours.
BUS480 Senior Seminar in Management
Students make management decisions on finance, production, and marketing for companies in a competitive market, giving consideration to economic forecast, relative position of company, and company objectives. The student should have taken most of the major course requirements before enrolling in this course. Prerequisites: ACC211, ACC212, BUS222, BUS243, FIN324, and MKT215. Three hours.

BUS491–494 Business Internship I
Open to qualified junior and senior business majors who are employed by cooperating firms to receive training in business. Periodic reports and evaluations are submitted by the firm and the students. Prerequisite: Approval by department chair. One to four hours.

BUS495–498 Business Internship II
Open to qualified junior and senior business majors who are employed by cooperating firms to receive training in business. Periodic reports and evaluations are submitted by the firm and the students. Prerequisite: BUS491–94. One to four hours.

Finance

FIN327 Financial Planning
To acquaint the student with the principles and concepts of basic financial planning and personal finance, with both theoretical and personal application and a view toward the Certified Financial Planner exam. Prerequisites: ACC211 and BUS221. Three hours.

FIN301 Stewardship, Wealth and Welfare (Biblical Economics)
This course explores four interconnected themes: the economic framework in the OT Pentateuch; economic conditions in Israel and Judah at the time of the prophets; economic conditions in America as a mirror of economic conditions in Israel and Judah; and a Christian approach to contemporary economic problems. Prerequisite: BBL201. Three hours.

FIN317 Money and Banking
The study of the principles of money, banking, and credit with emphasis on monetary theory and policy and their role in domestic and international economics. Prerequisites: BUS221–22. Three hours.

FIN324 Corporate Finance
The study of such topics as capital budgeting, cost of funds, stock and bond valuations, and capital structure. A theoretical as well as a practical approach to the discipline. Prerequisite: ACC212. Three hours.
**FIN428 Investments**
This course acquaints the student with the principles and concepts of investment theory and portfolio management. The student will be acquainted with the open market of securities and related terminology. In addition, he/she will be exposed to concepts that will prepare him or her as a corporate manager, for acquisition, and for merger analysis. Prerequisite: FIN324. Three hours.

**Information Systems**

**ISM110 Introduction to Technology**
During this course students will be exposed to a wide range of IT topics and terminology. Coverage will be divided between personal computer hardware components and troubleshooting, and introductory programming concepts. Lab fee required. Students keep the PC that they assemble. Three hours.

**ISM210 Computer Programming**
This course builds on the concepts learned in ISM110. Students will use an object-oriented programming language to build programs that solve given problems. Prerequisite: ISM110. Three hours.

**ISM220 Introduction to Networking**
This course is designed to introduce the student to the rapidly changing networking and data communications arena. Topics covered include the OSI model, LAN and WAN hardware and software, networked operating systems, protocols, design, and implementation. Prerequisite: ISM110. Three hours.

**ISM247 Management of Information Systems**
A study of the fundamental principles of management of information systems from the manager’s perspective, this course will focus on the role and responsibilities of information systems within an organizational setting. Three hours.

**ISM270 HTML and Web Development**
This course will focus on the creation, modification and implementation of Web pages using HTML and CSS. Coverage will also include some JavaScript and the Document Object Model. At successful completion of the course, the student will be able to design, build, and implement Web sites. Prerequisite: ISM110. Three hours.

**ISM340 Database**
A study of database design and implementation with an emphasis on SQL and relational design. Prerequisite: ISM 247. Three hours.
ISM345 Systems Analysis and Design
This course presents systems design using the systems development life cycle. Both object oriented and traditional methods of modeling business systems are utilized. Prerequisite: ISM110 or ACC211. Three hours.

ISM410 Advanced Programming
Students will integrate topics from a number of previous courses to create data-enabled Web applications. Prerequisites: ISM210, ISM270, ISM340. Three hours.

Marketing

MKT215 Marketing Principles
This course provides a decision-oriented overview of marketing management in modern organizations. The objectives of the course are to provide a broad introduction to marketing concepts, the role of marketing in society and in the firm, and the various factors that influence marketing decision making. Three hours.

MKT341 Marketing Channels
The study of issues associated with making goods and services available for use or consumption. Examines activities, organization, and tools—such as logistics and retailing—involves delivering the right product/service to the right place at the right time, quantity, quality, and price. Prerequisite: MKT215. Three hours.

MKT343 Advertising and Promotion
This course examines the approach to developing advertising/promotion strategy; the theory and practices of advertising and promotion; the use of advertising as a creative process; evaluation of the effectiveness of advertising; and the role of advertising and promotion in our society. Emphasis is placed on the relationship advertising has within the overall marketing programs, as well as promotion mix, decision tools, and ethical consideration. Prerequisite: MKT215. Three hours.

MKT401 Product Management
This course explores the practical skills required for product management using the Medical Device Industry as its primary example. Special attention will be given to the product cycle and development cycle to insure learners are competent to lead a product development team. Learners will be required to specify market requirements, develop differentiated product positioning, and understand sales tools and collateral. Prerequisite: MKT215. Three hours.
MKT403 Services Marketing
Devoted to supplying “how-to” marketing tools for the expanding service sector of the economy, this course bridges a gap between theory and application by simply and clearly presenting marketing methodologies that can assist you in marketing your service. It is built around core guiding principles including market orientation, characteristics of services, value concept. Special emphasis will be on intangibility, inseparability, variability, and perishability. Prerequisite: MKT215. Three hours.

MKT415 Marketing Research
This course is an introductory study of the practical considerations of selecting research methodology and techniques used in marketing research. Emphasis is placed on the terminology, concepts, procedures, statistical techniques, and ethics involved in collecting, analyzing, and interpreting marketing data. The course also emphasizes the study of the format and content of marketing research reports that address the concerns of decision makers. Prerequisite: MKT215. Three hours.

MKT417 Advanced Marketing
A case method course using real world marketing dilemmas as a means to learn how to apply marketing principles into a workable solution. The course also focuses on the fundamental concepts of strategy, its creation, execution and evaluation, plus learning the technical and relationship skills to manage the process. Prerequisite: MKT215. Three hours.

MKT419 Sales/Sales Management
A course for the student who plans to work in the sales function of a business organization. Emphasis is placed on exploring techniques, issues and ethics pertinent to sales analysis, territory alignment, presentations, and analysis. Prerequisite: MKT215. Three hours.

MKT423 Public Relations
An introduction to the theory and practice of public relations. Emphasizes its publics, management function, writing skills, communication processes, tools and professional ethics. Three hours.

Sport Management
SMT111 Introduction to Sport Management
An introduction to the field of Sport Management: this course allows the student to investigate the various career options and curriculum choices in Sport Management. One hour.
SMT112 Practicum in Sport Management
Practical experience in areas relating to sport management businesses and settings. Prerequisite: SMT111 One hour.

SMT130 Dynamics of Fitness
An introductory course to physical fitness. The course will cover the health related and skill related aspects of physical fitness. Special emphasis will be given to cardio respiratory fitness and weight training. Participation in an individualized exercise program will be required. Three hours.

SMT200 Human Structure and Function
An introduction to the study of the human body. This course will concentrate on the systems of the human body. Special emphasis will be given to the cardio respiratory, nervous, muscular, and skeletal systems and their contribution to physical exercise. Three hours.

SMT201 Methods of Coaching Soccer
Study and analysis of the unique basic fundamentals of coaching and managing soccer. Topics covered include examination of the mechanics, techniques, and strategies of coaching, the coach’s relationship to the team, training, conditioning, game plans, scouting, etc. Three hours.

SMT202 Methods of Coaching Basketball
Study and analysis of the unique basic fundamentals of coaching and managing basketball. Topics covered include examination of the mechanics, techniques, and strategies of coaching, the coach’s relationship to the team, training, conditioning, game plans, scouting, etc. Three hours.

SMT203 Methods of Coaching Volleyball
Study and analysis of the unique basic fundamentals of coaching and managing volleyball. Topics covered include examination of the mechanics, techniques, and strategies of coaching, the coach’s relationship to the team, training, conditioning, game plans, scouting, etc. Three hours.

SMT204 Methods of Coaching Baseball/softball
Study and analysis of the unique basic fundamentals of coaching and managing baseball/softball. Topics covered include examination of the mechanics, techniques, and strategies of coaching, the coach’s relationship to the team, training, conditioning, game plans, scouting, etc. Three hours.

SMT205 Risk Management in Sport
The nature of today’s litigious society makes it imperative that the sport management student be familiar with the special issues of law related to
sport. Topics include tort law, risk management, contract law, the legal system, and facility supervision. Special emphasis will be given to current legal issues and application of risk management principles. Three hours.

**SMT211 Practicum in Sport Management**  
Practical experience in areas relating to sport management businesses and settings. Prerequisite: SMT112. One hour.

**SMT212 Practicum in Sport Management**  
Practical experience in areas relating to sport management businesses and settings. Prerequisite: SMT211. One hour.

**SMT213 Principles of Coaching**  
A foundational course to all methods of coaching classes designed to examine important areas of coaching with special emphasis on psychology organization, motivation, discipline, conditioning, professional ethics, and practical planning. The student is challenged to develop a philosophy of coaching which is consistent with sound educational principles and Christian conviction. Three hours.

**SMT214 Sport History**  
A background study of the history of sport is essential for the understanding of present day issues in the fields. The understanding of the historical areas of study gives the student the big picture of the fields of sports. The development of a philosophy of sport is essential so the student will have a basis from which to make decisions concerning the profession. The study of ethics related to the profession is imperative for the ongoing growth of the individual and the profession. Three hours.

**SMT225 Care and Prevention of Athletic Injuries**  
A study of the causation, rehabilitation, and prevention of a variety of common athletic injuries. Taping and sports medicine are included. Three hours.

**SMT230 Sport Management**  
An introductory course to the study of sport management. The course topics will include the nature and scope of the sport industry, professional development, organizational structures, management and leadership in sport, sport governance, and international sport. This course will include sport media and communications principles in sport. Three hours.

**SMT231 Sport Business**  
This course is the beginning course for the study of the business of sport. The course emphasis will be on business practices as related to the operation of sport organizations. Budgets and marketing in sport will be key components of this course. Prerequisite: SMT230. Three hours.
SMT232 Facility Management
In this course the student will study the entire scope of facility management including facility planning, construction, budgeting, facility operations, and facility supervision. Prerequisite: SMT205. Three hours.

SMT306 Event Management
This course is a practical approach to event management. Event planning, sponsorship, budgeting, management, and evaluation will be emphasized. Athletic and sporting events require a great deal of expertise and planning. Today’s sport–crazy society demands that events be run professionally and efficiently. Three hours.

SMT355 Sport in American Society
An investigation of the impact sport has on the American way of life. Emphasizes the social institution of sport as it relates to other institutions and the impact sport has on the general public. Three hours.

SMT360 Fitness Assessment
This course prepares the student to understand and perform fitness testing with various populations. The course emphasis is on proper fitness testing methods and procedures. Appropriateness of testing and testing protocols will be included. Prerequisite: SMT418. Three hours.

SMT361 Sport Finance
This course will explore the areas of finance, fund-raising, and marketing related to sport organizations. The emphasis of this course will be on financing related to facilities, programs, and sport organizations. Prerequisite: SMT230. Three hours.

SMT400 Sport Ethics
In this course the student will investigate the principles of ethics and ethical behavior related to sport. Special topics include professional ethics, personal philosophy, social responsibility, morality, and management values. Three hours.

SMT418 Exercise Physiology
The study of the human body under the stress of physical activity and the two related areas of conditioning and athletic training. Relates the practical principles of physiology to teaching physical education and coaching athletic teams. Three hours.

SMT420 Senior Seminar in Sport Management
A capstone course for the sport management major. This course deals with issues relevant to the areas of sport, fitness and health. Current research in sport management and related areas is emphasized. Prerequisite: SMT230. Three hours.
SMT424 Introduction to Anatomical Kinesiology
An introductory study of human anatomy as it applies to the movement of man. Learning experiences include a detailed study of skeletal structure, important muscle groups, principles of leverage, analysis of movement in sports activities, and principles of strength building. Prerequisite: SMT418. Three hours.

SMT481–483 Research in Sport Management
Open to individuals completing a sport management major. Prerequisite: permission of the department. Prerequisite: SMT230. One to three hours.

SMT491–493 Internship in Sport Management
The internship includes activity in a work site situation giving the student a hands–on opportunity to apply the principles learned in class in a real–world setting. Permission of the department. Prerequisite: SMT230. One to three hours.