

# Department of Business

## ***Department of Business***

### ***Faculty***

#### Full-time Instructors:

Jeffrey K. Fawcett, D.B.A., Dean  
Richard Koontz, D.B.A., Chair  
Alan E. Grossnickle, D.B.A.  
Kenneth McEwan, M.B.A  
Roger Stichter, D.B.A. CPA

#### Part-time Instructors:

Carol McGregor, M.A.  
Emily Elrod, CPA, MST  
Paul Finley, M.B.A.  
William Gordon, M.S.  
Kyle May, MBA  
Matt Metzger, M.B.A.  
Heidi Miller, M.S.M.  
Robert Paton, M.B.A.  
Patricia Taylor, J.D.  
Rodney Wilson, M.B.A.

### ***DEPARTMENTAL MAJORS***

#### ***BACHELOR OF SCIENCE or BACHELOR OF ARTS***

The requirement for departmental majors is 63 semester hours, including 42 hours of Common Professional Components consisting of the following courses.

#### ***COMMON PROFESSIONAL COMPONENTS:***

BUS1010 Foundations of Business  
PRO2840 Career Institute I (BUS-1010 Lab)  
ACC2110 Financial Accounting  
ACC2120 Managerial Accounting  
MKT2150 Marketing Principles  
MGT2430 Principles of Management  
BUS2230 Economics  
BUS3050 Business Spreadsheet Applications  
BUS3130 Business Law I  
MGT3405 Organizational Behavior  
MGT3480 Operations & Production Management

BUS3570 Fundamentals of International Business  
FIN3240 Corporate Finance  
BUS4220 Biblical Basis of Business  
BUS4800 Senior Seminar in Management

In addition to the Common Professional Components, the degree candidate must choose one of the following majors to complete the degree program. The General Business major allows for customized selection of the final 21 credit hours for students with special situations or preparation in mind.

**ACCOUNTING:**

ACC3110 Intermediate Accounting I  
ACC3120 Intermediate Accounting II  
ACC3210 Cost Accounting  
ACC3390 Federal Income Tax  
ACC4110 Advanced Accounting I  
ACC4310 Auditing

**One of the following:**

ACC 3250 Computerized Accounting Systems  
ACC 3270 Financial Planning  
ACC 4300 Advanced Tax  
ISM 3400 Database

**AGRIBUSINESS:**

AGR1000 Introduction to Agriculture & Farm Management  
AGR2000 Agriculture Economics  
AGR3000 Financing the Farm Operation  
AGR3200 Ag & Commodity Marketing  
AGR3500 Sustaining the Family Business  
AGRXXXX Agriculture & Politics  
ENV3410 Environmental Ethics

[**Associates of Applied Science in AGRIBUSINESS** – see page 6]

**BUSINESS ADMINISTRATION: (GENERAL BUSINESS)**

Twenty-one hours of electives within the School of Business.  
(any ACC, BUS, FIN, ISM, MKT, or SMT classes)

**DIGITAL MARKETING:**

ISM2700 HTML and Web Development  
MKT2500 Digital/Internet Marketing  
MKT2600 Online Advertising & Email Marketing  
MKT3000 Social Community & Content Marketing  
MKT3270 Consumer Behavior  
MKT4150 Marketing Research  
MKT4200 Advanced Digital Marketing

**ENTREPRENEURIAL MANAGEMENT:**

BUS2750 Entrepreneurship & Service Practicum  
BUS3260 Small Business Entrepreneurship  
BUS3600 Business Plan Competition Practicum

BUS3610 Business Plan Competition Lab  
BUS4240 Human Resources Management  
BUS3510 Innovation & Design for Business  
FIN3550 Entrepreneurial Finance  
MKT4190 Sales & Sales Management

***FACILITY AND EVENT MANAGEMENT:***

MKT 3430 Advertising and Promotion  
MKT 4030 Services Marketing  
MKT 4190 Sales and Sales Management  
COM 2700 Public Relations Principles  
SMT 2050 Risk Management  
SMT 2320 Facility Management  
SMT 3060 Event Management  
SMT3080 Event Management Lab  
Applied Learning  
    BUS4730 Practicum in Business (3 APL)  
    OR  
    BUS4930 Internship in Business (3 APL)

***FINANCE:***

FIN 3270 Financial Planning  
FIN3170 Money and Banking  
FIN4280 Investments  
FIN4530 International Finance & Economics  
FIN4610 Advanced Financial Topics

***Two of the following:***

ACC 3110 Intermediate Accounting I  
ACC 3210 Cost Accounting  
FIN 3350 Entrepreneurial Finance  
MGT 3400 Quantitative Decision Making  
MAT 3200 Probability & Statistics

***INTERNATIONAL BUSINESS (Bachelor of Arts Only):***

FIN3170 Money and Banking  
FIN4530 International Finance & Economics  
ICS3110 Intercultural Communication  
ICS 3210 Applied Cultural Anthropology  
MKT4300 International Marketing

***One of the following:***

STA- Study Abroad (6 APL)  
BUS- International Internship (6 APL)

***MANAGEMENT:***

MGT 2650 Leadership & Motivation  
BUS 2750 Entrepreneurship & Service Practicum  
MGT 4240 Human Resources Management  
MGT 3400 Quantitative Decision Making  
MKT 4100 Product Management

**Two of the following:**

- BUS 3260 Small Business Entrepreneurship
- BUS 3510 Innovation & Design for Business
- MKT 4190 Sales/Sales Management
- COM 2700 Public Relations Principles
- ICS 3110 Intercultural Communications

**MANAGEMENT OF INFORMATION SYSTEMS:**

- ISM1150 Introduction to Computer Science
- ISM2150 Object-Oriented Computer Programming
- ISM2700 HTML and Web Development
- ISM3400 Database
- ISM3470 Business Information Systems

**Two of the following:**

- ISM2200 Introduction to Networking
- ISM3500 Data Structures
- ISM4110 Client-side Programming
- ISM4120 Server-side Programming

**MARKETING**

- MKT 3270 Consumer Behavior
- MKT 4150 Marketing Research
- MKT 4170 Advanced Marketing

**Four of the following:**

- MKT 2500 Digital/International Marketing
- MKT 3550 Services & Nonprofit Marketing
- MKT 3430 Advertising and Promotion
- MKT 4100 Product Management
- MKT 4190 Sales and Sales Management
- MKT 4300 International Marketing

**SPORT BUSINESS:**

- SMT 1100 Introduction to Sport Management
- SMT 2050 Risk Management
- SMT 3610 Sport Marketing
- SMT2320 Facility Management
- SMT3060 Event Management
- SMT3080 Event Management Lab
- SMT3550 Sport in American Society
- SMT 4200 Sport Governance

**BUSINESS EDUCATION**

The requirement for the major in business education is the 42 hours of the Business Common Professional Components plus:

Students also take the following professional education courses required by the Department of Teacher Education:

**Professional Education Requirements**

- SED1000 Teaching School in America

SED2200 The School Age Child  
SED2210 Responsive and Differentiated Instruction  
SED2400 Teaching Exceptional Learners  
SED2500 Teaching in a Pluralistic Society  
SED2600 Teaching and Learning  
SED3600 Teaching in the Middle & High School  
SED4610 Teaching Business  
SED4700 The Moral Practitioner  
SED4900 Student Teaching & Seminar (9 APL)

### **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: Visual Communication Design, Communications, Mathematics and Youth Ministry.

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

ACC2110 Financial Accounting  
PRO2840 Career Institute I  
BUS3050 Business Spreadsheet Applications  
ISM1150 Introduction to Computer Science  
ISM2150 Object-Oriented Computer Programming  
ISM2200 Introduction to Networking  
ISM2700 HTML and Web Development  
ISM3400 Database  
ISM3470 Business Information Systems  
ISM3500 Data Structures  
ISM4110 Client-side Programming  
ISM4120 Server-side Programming  
ISM 3710-30 Special Topics in Information Systems

Must be accompanied by a minor or second major

**\*PLEASE NOTE:** The following majors have some ISM or Sport Management components in them but are housed in other departments on campus:

- Actuarial Science
- Math and Computing
- Sport Management
- Sport Marketing
- Sport Ministry
- Sport Psychology
- School of Arts & Sciences  
-Math/Science Dept.
- School of Business  
- Sport Management Dept
- School of Business  
- Sport Management Dept.
- School of Ministry Studies
- School of Behavioral Sciences

## **ASSOCIATES OF APPLIED SCIENCE in AGRIBUSINESS**

60 credits comprise the AAS degree in Agribusiness which is a 15-month program. All the courses needed to complete this degree are listed below:

### **AGRICULTURE COURSES**

AGR1000 Introduction to Agriculture & Farm Management  
AGR2000 Agricultural Economics  
AGR3000 Financing the Farming Operation  
AGR3500 Sustaining the Family Business

#### **Choose one of the following:**

AGR3200 Ag & Commodity Marketing  
AGRXXXX Agriculture & Politics

### **BUSINESS COURSES**

BUS1010 Foundations of Business  
PR02840 Career Institute  
MGT2430 Principles of Management  
MKT2150 Marketing Principles  
ACC2110 Financial Accounting  
ACC2120 Managerial Accounting  
BUS3050 Business Spreadsheet Applications

### **MATH & SCIENCE COURSES**

MAT3200 Probability and Statistics  
ENV2110 General Ecology  
ENV2120 General Ecology Lab

### **GRACE CORE**

BIB1050 Exploring the Bible  
BIB2010 Scripture and Interpretation  
ECN3000 Consumer Economics  
ENG1100 Effective Writing  
ENV3410 Environmental Ethics

#### **One of the following:**

COM1100 Public Speaking  
COM2130 Interpersonal Communication

## **BUSINESS MINORS**

### **ACCOUNTING MINOR**

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

ACC2110 Financial Accounting  
ACC2120 Managerial Accounting

ACC3110 Intermediate Accounting I  
ACC3120 Intermediate Accounting II  
ACC3210 Cost Accounting  
ACC3250 Computerized Accounting Systems  
ACC 3390 Federal Income Tax

**BUSINESS ADMINISTRATION MINOR** (Not available to Business Majors.)

BUS1010 Foundations of Business  
PRO2840 Career Institute  
ACC2110 Financial Accounting  
MKT2150 Marketing Principles  
MGT2430 Principles of Management

**Three of the following:**

ACC2120 Managerial Accounting  
MGT3405 Organizational Behavior  
MGT3480 Operations & Production Management  
BUS2230 Economics  
BUS3050 Business Spreadsheet Applications (1 APL)  
BUS3130 Business Law I  
FIN3240 Corporate Finance  
BUS3750 Fundamentals of International Business

**DIGITAL MARKETING**

The requirement for the minor in Digital Marketing is 21 hours in digital marketing including:

ISM2700 HTML & Web Development  
MKT2150 Marketing Principles  
MKT2500 Digital/Internet Marketing  
MKT2600 Online Advertising & Email Marketing  
MKT3000 Social Community & Content Marketing  
MKT3270 Consumer Behavior  
MKT4200 Advanced Digital Marketing

**ENTREPRENEURSHIP MINOR**

The requirement for the minor in Entrepreneurship is 18 hours including:

BUS2750 Entrepreneurship & Service Practicum (3AP)  
BUS3260 Small Business Entrepreneurship  
BUS3510 Innovation & Design for Business  
FIN3350 Entrepreneurial Finance  
BUS4240 Human Resources Management

**One of the following:**

ACC2110 Financial Accounting  
MKT2150 Principles of Marketing

Business majors must also take:

MKT4190 Sales & Sales Management



### **FINANCE MINOR**

The requirement for the minor in Finance is 21 hours including:

- ACC3210 Cost Accounting
- BUS3050 Business Spreadsheet Application
- FIN3240 Corporate Finance
- FIN4280 Investments
- FIN4610 Advanced Financial Topics & Math

**One of the following:**

- FIN3170 Money & Banking
- FIN4530 International Finance and Economics

**One of the following:**

- FIN3270 Financial Planning
- FIN 3350 Entrepreneurial Finance

### **INFORMATION SYSTEMS MINOR**

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

- ISM1150 Introduction to Computer Science
- ISM2150 Object-Oriented Computer Programming
- ISM2700 HTML & Web Development
- ISM3400 Database

**Three of the following:**

- ISM2200 Introduction to Networking
- ISM3470 Business Information Systems
- ISM3500 Data Structures
- ISM4110 Client-side Programming
- ISM4120 Server-side Programming

### **INTERNATIONAL BUSINESS MINOR**

The requirement for the minor in International Business is 21 hours including:

- BUS3570 Fundamentals of International Business
- FIN3170 Money & Banking
- FIN4530 International Finance and Economics
- ICS3110 Intercultural Communication
- ICS3210 Applied Cultural Anthropology

**Choose one of the following:**

- STA- Study Abroad (6 APL)
- BUS- International Internship (6 APL)

### **MANAGEMENT MINOR**

The requirement for the minor in Management is 21 hours including:

- BUS 2430 Principles of Management
- BUS 2750 Entrepreneurship & Service Practicum
- BUS 3400 Organizational Behavior
- BUS 4240 Human Resources Management
- MGT 2650 Leadership & Motivation
- MGT 3400 Quantitative Decision Making

**One of the following:**

- BUS 3260 Small Business Entrepreneurship
- BUS 3480 Operations & Production Management

BUS 3510 Innovation & Design for Business

### **MARKETING MINOR**

The requirement for the minor in Marketing is 21 hours including

MKT 2150 Marketing Principles

MKT3270 Consumer Behavior

MKT 4150 Marketing Research

MKT 4170 Advanced Marketing

**Choose three of the following:**

MKT 3430 Advertising and Promotion

MKT 3550 Services & Nonprofit Marketing

MKT 4100 Product Management

MKT 4190 Sales and Sales Management

MKT 4300 International Marketing

MKT 2500 Digital Marketing

## **COURSE DESCRIPTIONS**

### **ACCOUNTING**

#### **ACC 2110 Financial Accounting**

Develops an understanding and application of basic financial accounting principles. Emphasis on building and using basic financial statements and a manager's use of accounting data. This course and ACC2120 together serve as the first year of accounting. Three hours.

#### **ACC 2120 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, and cash budgeting. Prerequisite: ACC2110. Three hours.

#### **ACC 3110 3120 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: ACC2110. Three hours each.

#### **ACC 3210 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: ACC2110 and ACC2120. Three hours.

#### **ACC 3250 Computerized Accounting Systems**

This course is a practical study and use of technology to record and present accounting data. Prerequisite: ACC2110. Three hours.

#### **ACC 3270 Financial Planning (cross listed with FIN 3270)**

To acquaint the student with the principles and concepts of basic financial planning and personal finance, with both theoretical and personal application. Dave Ramsey's College curriculum is used in this course. Prerequisite: ACC2110. Three hours.

***ACC 3390 Federal Income Tax***

This course provides an overview of the structure of the federal income tax including the tax treatment of individuals, business entities and investments. Based on this overview, tax compliance, tax planning and the role of taxes in decision making are examined. Prerequisite: ACC2120. Three hours.

***ACC 4110 Advanced Accounting I***

Emphasis on governmental and not-for-profit accounting, business combinations, partnerships, estates and trusts, and international accounting concepts. Prerequisite: ACC3110. Three hours.

***ACC 4300 Advanced Tax***

In this class, more advanced individual income tax issues are explored. Corporate and partnership tax issues are also explored as students increase their knowledge or overall tax theory. Prerequisite: ACC3390. Three hours.

***ACC 4310 Auditing***

Emphasis on the principles underlying the verification of financial statements by independent public accountants and the auditor's report. Prerequisites: ACC3110 and ACC3120. Three hours.

***ACC 4910-4940 Accounting Internship***

Open to qualified junior and senior 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. (One to four hours Applied Learning Credit)

***ACC 4946 Accounting Internship***

Open to qualified junior and senior 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/dean. Six hours. (Six Applied Learning Credits)

***ACC 4990 Accounting Internship***

Open to qualified junior and senior accounting majors who are placed with cooperating public accounting 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. Nine hours. (Nine Applied Learning Credits)

***AGRIBUSINESS***

The course descriptions for the specialized courses in the Agribusiness major are located in the Science Department section of the catalog.

## ***BUSINESS ADMINISTRATION***

### ***BUS 1010 Foundations of Business***

Business Foundations serves as a broad overview and introduction to the field of business, as well as to the faculty of the School of Business and the academic requirements of the business program at Grace College. This course explores the foundational truths of the marketplace required for our system of business to function, although imperfectly, and serve the needs of those around us. The roles of freedom, economics, government, and faith will be key discussion points. The course examines these foundations from a biblical perspective to understand more fully how God would have us "do business." Three hours

### ***BUS 2230 Economics***

The role of Christians in the marketplace is discussed with consideration of economic reasoning and methodology through examination of fundamental concepts in micro- and macroeconomics and through extension and applications of economic theory. Examination of the general functioning of a price system using fundamentals of supply and demand is evaluated. Exploration of the variety of market forms, theory of factor incomes and the effects of government intervention to promote efficiency and equity occurs. Three hours.

### ***BUS 2750 Entrepreneurship & Service Practicum***

Students will apply concepts learned in common professional component courses to start and run a business. A business plan will be written, a loan obtained and products commercialized within the semester. Each student company will also serve a local nonprofit organization with their time, talent and company profits. Pre/Corequisites: ACC 2110, MGT 2430, & MKT 2150 or permission by the instructor. Three hours.

### ***BUS 3050 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. Three hours.

### ***BUS 3130 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.

### ***BUS 3260 Small Business Entrepreneurship***

Applying the fundamentals of small business to the 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.

### ***BUS 3510 Innovation and Design for Business***

An introduction into the invention, design, and prototype processes leading to the launch of a new product. This includes the importance of new ideas and innovation within the organization with a focus on Entrepreneurship, and a discussion of the strategies necessary for challenging innovative concepts and driving creativity throughout an organization. Prerequisite: Students must have completed a minimum of 60 hours of college credit. Three hours

### ***BUS 3570 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: MGT2430. Three hours.

***BUS 3600 Business Plan Competition Practicum***

Develop the skill sets required to create a professionally viable business plan and participate in the Business Plan Competition. These components include the Executive Summary, Company Description, Target Market, Competitive Analysis, Marketing and Sales Plan, Operations Plan, Management Team and Financials. Three hours.

***BUS 3610 Business Plan Competition Lab***

Receive mentoring from advisors, faculty and Service Core of Retired Executives (SCORE) in a lab setting. This includes placing the components of a business plan into a narrative and presentation format for the Business Plan Competition held in the Spring semester each school year. 0 hours.

***BUS 3630 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.

***BUS 3670 Special Topics in Business***

This course in the School of Business offers experimental courses and instructional opportunities before putting them into the permanent system. Occasionally, instruction in cutting edge business topics by outside experts will also be offered. Permission by the Faculty of Record. One to three hours.

***BUS 4220 Biblical Basis of Business***

This course develops a macro-level framework for the biblical understanding of the role of business organizations and the role of business professionals within those operations. This course complements the micro-level biblical frameworks developed in the discipline specific business courses. This content is designed to challenge the thinking of the student about how they will integrate their understanding of scriptural truth into creating an ethical life walk in a business setting. Topics in economics, ethics, and business practice are considered. Prerequisite: Senior status (within two semesters of graduation) or permission. Three hours.

***BUS 4570 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.

***BUS 4710-4730 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. Prerequisite: Approval by Dean. One to three hours. (One to Three Applied Learning Credits)

***BUS 4760 Practicum in Business II***

A course designed for the second three hour experience for selected business majors. Involvement will vary according to the nature of the practicum, type of business consulted and the number of hours approved by the practicum committee. Prerequisite: Approval by Dean. Three hours. (Three Applied Learning Credits)

***BUS 4780 Practicum in Entrepreneurship***

A course designed to give selected business majors practical experience in a variety of entrepreneurial 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. Prerequisite: Approval by Dean. Three hours. (Three Applied Learning Credits)

***BUS 4800 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. Prerequisite: Senior status (within 2 semesters of graduation) or permission. Three hours.

***BUS 4910-4940 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. Prerequisite: Approval by Dean. One to four hours. (One to four Applied Learning Credits)

***BUS 4950-4960 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: Approval by Dean. Five or six hours. (Five or six Applied Learning Credits)

***FINANCE***

***FIN 3170 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: FIN3240. Three hours.

***FIN 3240 Corporate Finance***

This foundational course explores corporate financial topics such as financial statement analysis, net present value, corporate valuation, the stock market, the bond market, financial governance and the role of the CFO in managing a business. This course provides a practical approach to the discipline. Prerequisite: ACC2110. Three hours.

***FIN 3270 Financial Planning (cross listed with ACC 3270)***

To acquaint the student with the principles and concepts of basic financial planning and personal

finance, with both theoretical and personal application. Dave Ramsey's College curriculum is used in this course. Prerequisites: ACC2110. Three hours.

***FIN 3350 Entrepreneurial Finance***

This course focuses on funding and managing entrepreneurial ventures through the various stages of business growth. The course will develop skills related to the creation and understanding of business models and the types of organizations and the various ways these organizations can be financed. Students will learn: 1) the value of pro forma financial planning and what if analysis; and 2) the various ways to fund and manage a growing firm with a particular emphasis on deal structure and risk/reward scenarios for different investor types. The class will utilize cases based on real world companies from various industries to cover topics in investment analysis, financing the entrepreneurial firm, and financially managing the growing business. Prerequisite: FIN3240. Three hours.

***FIN 4280 Investments***

This course acquaints the student with the principles and concepts of investment portfolios and risk management. The student will learn about stocks, bonds, options and futures and the associated risks and potential returns of these investment alternatives. The student will learn about the importance of diversification and the level of risk taking according to their own particular level of risk preference. Prerequisite: FIN3240. Three hours.

***FIN 4530 International Finance & Economics***

The course explores international finance in business, including strategy and motivation for direct foreign investment, international banking operations, lending and investment criteria, governmental programs to encourage exports, trade restrictions, foreign currency markets and exchange controls. The course also covers why and how countries trade with each other. Topics include exchange rates, comparative advantage, tariffs and quotas and other trade restrictions, trade agreements, and the relation between trade and economic growth. Special problems of multinational firms are discussed. Prerequisite: FIN3240. Three hours.

***FIN 4610 Advanced Financial Topics & Math***

This course is designed to provide a practical application of corporate finance and mathematic skills to a variety of analyses commonly performed by CFO's, investment bankers, actuaries, and corporate financial analysts. Students will gather source data, and build and apply models typically used in practice. This course also investigates the use of financial instruments and strategies to achieve a sustainable competitive advantage and create value. The course explores the relationships amongst corporate strategy, corporate finance, and financial innovation. Prerequisite: FIN3240 and 3 hours in other FIN courses. Three hours.

***FIN 4930 Internship in Finance***

Open to qualified junior & senior finance majors who are placed with cooperating firms to receive training in this discipline. Periodic reports and evaluations are submitted by the student. Prerequisite: relevant course work & approval by the Dean. Three hours. (Three Applied Learning Credits)

***INFORMATION SYSTEMS***

***CSI 1151 Introduction to Computer Science***

This course exposes students to essential computer science topics including algorithms and introductory programming concepts including sequence, decision, and assignment and iteration. This course assumes no prior knowledge. (BS Core elective – cross listed with ISM 1150) Three hours.

***ISM 1150 Introduction to Computer Science***

This course exposes students to essential computer science topics including algorithms and introductory programming concepts including sequence, decision, and assignment and iteration. This course assumes no prior knowledge. Three hours.

***ISM 2150 Object-Oriented Computer Programming***

This course builds on the concepts learned in ISM1150. Students will use an object-oriented programming language to build programs that solve given problems. Prerequisite: ISM1150. Three hours.

***ISM 2200 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: ISM1150. Three hours.

***ISM 2700 HTML and Web Development***

This course will focus on the creation, modification and implementation of Web pages using HTML and CSS. At successful completion of the course, the student will be able to design, build, and implement Web sites. Three hours.

***ISM3400 Database***

A study of relational database design and implementation with an emphasis on SQL and relational design. Prerequisite: ACC2110 OR ISM2150. Three hours.

***ISM 3470 Business Information Systems***

This course focuses on the management of information systems within an organizational setting. During the course, students will experience the systems development life cycle as they create an information system. The course utilizes both object oriented and traditional methods for creating business models. Prerequisite: ISM2150, ISM3400. Three hours.

***ISM 3500 Data Structures***

A discussion of fundamental data structures and algorithms for implementing them. Includes coverage of stacks, queues, lists and trees along with algorithms for implementing these structures as a problem solution. Prerequisites: ISM2150, ISM3400. Three hours.

***ISM 3710 Special Topics in Information Systems***

Given the dynamic nature of the Information System discipline, this course will allow us to offer instruction in cutting edge information system topics. This course also allows the School of Business to offer experimental courses and instructional opportunities. Permission by the Faculty of Record. One hour.

***ISM 3720 Special Topics in Information Systems***

Given the dynamic nature of the Information System discipline, this course will allow us to offer instruction in cutting edge information system topics. This course also allows the School of Business to offer experimental courses and instructional opportunities. Permission by the Faculty of Record. Two hours.



***ISM 3730 Special Topics in Information Systems***

Given the dynamic nature of the Information System discipline, this course will allow us to offer instruction in cutting edge information system topics. This course also allows the School of Business to offer experimental courses and instructional opportunities. Permission by the Faculty of Record. Three hours.

***ISM 3910 - 3930 Independent Study in Information Systems***

A directed study within a specific Information Systems or Computing topic. Prerequisite: Approval by department chair. One to three hours.

***ISM 4110 Client-side Programming***

Students will synthesize topics from a number of previous courses while focusing on the creation and implementation of browser-based client side applications. The focus of the course will be manipulation of the document object model using a client-side scripting language. Prerequisites: ISM2150, ISM2700 and ISM3400. Three hours.

***ISM 4120 Server-side Programming***

Students will synthesize topics from a number of previous courses to create and implement data-enabled web applications using server-side scripting languages. Prerequisites: ISM2150, ISM2700 and ISM3400. Three hours.

***ISM 4930 Internship in Information Systems***

Open to qualified junior and senior information systems majors and minors who are employed by cooperating firms to receive training in the organizational use of information systems. Periodic reports and evaluations are submitted by the firm and the student. Prerequisite: Approval by Dean. Three hours.

***MANAGEMENT***

***MGT 2430 Principles of Management***

Principles of Management will expose students to the history of management thought. It also introduces students to the principles of management from the perspective of planning, organizing, leading, and controlling. Within a biblical framework, this course examines developments from scientific management to ethics, diversity, social responsibility, and globalization. Three hours.

***MGT 2650 Leadership & Motivation***

Students in this course will study theories of motivation, leadership and management. The course will present current and recent trends in leadership and motivation, and provide discussion as to the viability of these theories in the workplace as well as how well these concepts integrate with a Biblical World View. Three hours.

***MGT 3400 Quantitative Decision Making***

This course focuses on using data and statistical tools to make business decisions. Students will be introduced to existing statistical tools which are commonly used within the business environment, and then they will be given opportunities to complete business case studies based on provided statistical tools and data. Three hours.

***MGT 3405 Organizational Behavior***

This course deals with human behavior in organizations. Conceptual frameworks, case discussions, and skill-oriented activities are applied to course topics which include: motivation, learning and development, group dynamics, leadership, communication, power and influence, change, diversity, organizational design, and culture. Class sessions and assignments are intended to help participants acquire skills and analytic concepts to improve organizational relationships and effectiveness. The course also examines selected personnel functions in an organization including job analysis, recruitment, and hiring, training, performance appraisal, and compensation. Three hours.

***MGT 3480 Operations & Production Management***

The course studies the theory and practice of managing the production environment including plant layout and best practices in production. Prerequisite: BUS2430. Three hours.

***MGT 4240 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: BUS2430. Three hours.

***MARKETING***

***MKT 2150 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.

***MKT 2500 Digital/Internet Marketing***

This course will give students a foundation for understanding the importance of digital marketing in today's business environment. Students will gain a basic understanding of how organizations can drive revenue and ROI through the user experience, attract customers through multiple digital channels, build smart websites and mobile experiences, and produce rich media for marketing and advertising. The course will cover the fundamentals of online, content marketing, and mobile marketing, SEO, content management systems (CMS), social media and analytics. Prerequisite: MKT 2150. Three hours.

***MKT 2600 Online Advertising & Email Marketing***

Students learn about today's online marketing techniques, how to develop a successful online campaign across all digital channels, and ways to measure the success of the campaign. Emphasis is placed on social, search, mobile, display, email, and relevant analytical tools and metrics. Prerequisite: MKT2500. Three hours.

***MKT 3000 Social Community & Content Marketing***

This course evaluates how content can be used as a differential advantage and as a way to create lasting relationships with customers. The goal of this course is to show how to develop, implement, and measure a successful content marketing strategy across multiple digital channels to attract, engage and retain a profitable market. Prerequisite: MKT2500. Three hours.

***MKT 3270 Consumer Behavior***

This course introduces the student to the psychological, sociological, cultural and economic determinants of consumer behavior. The course is structured around a framework of cognitive, behavioral and environmental issues surrounding consumer choice and the creation of marketing strategies to influence those choices. A Biblical framework for ethical use of these theories is explored throughout the course. Prerequisite: MKT 2150. Three hours.

***MKT 3430 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: MKT2150. Three hours.

***MKT 3550 Services & Nonprofit Marketing***

This course examines the ways in which marketing for service related and not for profit organizations differ from marketing tangible goods with a profit motive. Development of the knowledge, skills and attitudes necessary to market Services and the special category of NPO's is emphasized. Application of course material is made to a wide range services and NPO's. Prerequisite: MKT 2150 or permission of the Instructor for non-majors. Three hours.

***MKT 4100 Product Management***

Best described as a general management at the intersection of technology, business and the customer, product management is typically organized as a marketing function. The aim of this course is to expose students to product management as a career field, preview the essential tools and skills used by product managers, and help students develop a biblical philosophy of personal influence and leadership. Prerequisite: MKT2150. Three hours.

***MKT 4150 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: MKT2150. Three hours.

***MKT 4170 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: Senior status (final Spring Semester on campus) or permission. Three hours.

***MKT 4190 Sales/Sales Management***

A practical approach of learning 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: MKT2150. Three hours.

***MKT 4200 Advanced Digital Marketing***

A case method course, using real world marketing dilemmas as a means to learn how to apply digital marketing principles into a workable solution. The course also focuses on preparing the student for the American Marketing Association PCM®, digital marketing certification. Prerequisite: Senior status or permission. Three Hours.

***MKT 4300 International Marketing***

The International Marketing course is designed to demonstrate how businesses can expand their marketing efforts globally while acting regionally (glocalization). The course examines the factors businesses must understand when expanding into other countries, and the important considerations necessary to successfully implement a global marketing strategy (GMSO). It is built around how general marketing principles, such as the 4P's, are utilized by companies to effectively market globally. Prerequisite: MKT2150, BUS3570 or permission of the instructor. Three hours.