

Department of Business

GRACE COLLEGE & GRACE THEOLOGICAL
SEMINARY CATALOG 2026-2027



Department of Business

Faculty

Full-time Instructors:

Melissa Chappell, M.B.A., Chair, Business Department
Danielle Duff, M.B.A., C.P.A., Roger Stichter Endowed Chair of Accounting
Glenn Grossman, M.B.A., Director Gordon Center for Enterprise Development
Richard Koontz, D.B.A., Associate Dean
Carol McGregor, M.A., Director of Sport Management
Heidi Miller, D.B.A., MBA Program Director
Scott Moodie, M.B.A., MRes
Scott Schramm, M.S.
Thomas Pycraft, Jr., D.B.A., J.D., Dean

Part-time Instructors:

Norman Bakhit, M.A.
Paul Finley, M.B.A.
Steven Harper, M.B.A.
Robert Jackson, M.S.
Brad Stamm, Ph.D.
Bill Wash, M.B.A.

PURPOSE

Creating an experiential learning environment that inspires students to embrace biblically based ethical character, develop professional competence, and demonstrate active service where they live and work. This statement of purpose summarizes the department's philosophy in carrying out Grace College'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.

VALUES DRIVEN CURRICULUM

The values held by all segments of the School of Business including the Business Department, align with the mission of the overall institution of Competence, Character, and Service. The business programs operate in accordance with a hierarchical series of values that inform everything that we do.

1. The first and most important value is holding a **biblical worldview held as a foundational presupposition**. Presuppositions are beliefs over which no other can take precedence. As part of a Christian Liberal Arts institution, the content of Scripture serves as our ultimate presupposition.

2. That foundation leads us to behave organizationally and personally as people of high moral **character** represented by integrity. Integrity can best be described as living in accordance with your deepest values.
3. Living a life of integrity provides us with a perfect platform to gain and demonstrate **disciplinary competency**. We strive to assist our students in the acquisition of the skills they need to perform their future jobs with accuracy and efficiency.
4. When focused properly, disciplinary competency provides a way for us to **serve others**. We serve others by creating value for them, not just doing something. Serving others can include fellow students, the on-campus community and the greater community around Grace College in Winona Lake and Warsaw, Indiana.
5. Finally, the reason for all our actions is ultimately to **bring glory to God**. That is the highest value and the motivating achievement for all we do in the GCSB.

PROGRAM LEARNING OUTCOMES

The Department of Business uses the Common Professional Components (CPC's) to measure our program outcomes as they are required for all business majors.

1. Graduating students will possess knowledge of foundational business topics.
2. Graduating students will utilize business knowledge to make strategic decisions.
3. Students will effectively articulate how biblical principles influence practical business applications.
4. Graduates will be career ready.
5. Graduates will find appropriate, degree-congruent employment after graduation.

DEPARTMENTAL MAJORS

BACHELOR OF SCIENCE or BACHELOR OF ARTS

COMMON PROFESSIONAL COMPONENTS

BUS1010 Foundations of Business
ACC2110 Financial Accounting
ACC2120 Managerial Accounting
MKT2150 Marketing Principles
MGT2430 Principles of Management
BUS2230 Economics
BUS3050 Business Spreadsheet Applications
BUS3130 Business Law I
MGT3450 Introduction to Data Analytics
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 Business Administration major allows for customized selection of the final 21 credit hours for students with special situations or preparation in mind.

ACCOUNTING

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

ACC3110 Intermediate Accounting I
ACC3120 Intermediate Accounting II
ACC3320 Intermediate Managerial Accounting
ACC3300 Introduction to Tax
ACC4310 Auditing Principles
ACC4110 Advanced Accounting

Choose at least one of the following classes OR if taking the CPA Exam, choose 1 of the following tracks:

CPA Exam Business Analysis & Reporting (BAR)

ACC4420 Advanced Managerial Accounting

CPA Exam Tax Compliance & Planning Track (TCP)

ACC4530 Tax Compliance & Planning
ACC3270 Financial Planning

Required Internship or Practicum (minimum 3 credit hours)

Choose from the following:

ACC4930 Accounting Internship (3 credits)
ACC4980 Accounting Internship (Second 3-hr Intern)
ACC4940 Accounting Internship (4 credits)
ACC4950 Accounting Internship (5 credits)
ACC4990 Accounting Internship (9 credits)

BUSINESS ADMINISTRATION

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

MGT3405 Organizational Behavior
FIN 3170 Money and Banking
COM 3440 Professional Communication
Twelve hours of electives within the School of Business.
(Any ACC, BUS, FIN, ISM, MGT, MKT, or SMT classes)

Required Internship or Practicum (minimum 3 credit hours)

BUS4730 Business Practicum (3 credits)
OR
BUS4930 Business Internship (3 credits)

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:

Education Core Courses (33 credits)

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
SED3800 Classroom Assessment & Learning Environment
SED4700 The Moral Practitioner
SED4900 Student Teaching & Seminar (9 credits – counts as “internship”)

Secondary Education Courses (6 credits)

SED3600 Teaching in the Middle & High School
SED4610 Methods of Teaching Secondary Business

ENTREPRENEURIAL MANAGEMENT

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

BUS2750 Entrepreneurship & Service Practicum
BUS3260 Small Business Entrepreneurship
BUS3510 Innovation & Design for Business
BUS3600 Business Plan Competition Practicum
MGT4240 Human Resources Management
FIN3350 Entrepreneurial Finance
MKT4190 Sales & Sales Management

Required Internship or Practicum (minimum 3 credit hours)

BUS4730 Practicum in Business (3 credits)

OR

BUS4930 Internship in Business (3 credits)

FACILITY AND EVENT MANAGEMENT

The requirement for the major in facility and event management is the 42 hours of the Business Common Professional Components plus:

Marketing (12 credits)

MKT3430 Advertising and Promotions
MKT3550 Services & Non-Profit Marketing
MKT4190 Sales and Sales Management
COM2700 Public Relations Principles

Sport Management (9 credits)

SMT2050 Risk Management
SMT2320 Facility Management
SMT3060 Event Management
SMT3080 Event Management Lab

Required Internship or Practicum (minimum 3 credit hours)

BUS4730 Practicum in Business (3 credits)

OR

BUS4930 Internship in Business (3 credits)

FINANCE

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

(12 credits)

FIN3170 Money, Banking & Fixed Income
FIN4280 Investments
FIN4610 Advanced Financial Topics

Choose one of the following:

ACC3110 Intermediate Accounting I
FIN3440 Financial Statement Analysis

General Finance Concentration (9 credits)

Choose *three of the following*: (9 credits)

ACC3300 Introduction to Tax
ACC 3320 Intermediate Managerial Accounting
BUS3140 Business Law II
FIN3270 Financial Planning
FIN3350 Entrepreneurial Finance and Real Estate
FIN4250 Advanced Finance and Modeling
MAT4120 Interest Theory
FIN 3510 Behavioral Finance
FIN 4220 Estate Planning & Gift/Estate Tax

Financial Planning Concentration (15 credits)

FIN3270 Financial Planning
ACC3300 Introduction to Tax
ACC4530 Tax Planning & Compliance
FIN 3510 Behavioral Finance
FIN 4220 Estate Planning & Gift /Estate Tax

Financial Analyst Concentration (15 credits)

ACC3320 Intermediate Managerial Accounting
ACC3300 Introduction to Tax
BUS3140 Business Law II
FIN4250 Advanced Finance and Modeling
FIN 3510 Behavioral Finance

- Double majors in Accounting must take FIN 3350 or ACC 4530

Required Internship or Practicum (minimum 3 credit hours)

FIN4930 Internship in Finance (3 Credit Hours)

MANAGEMENT

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

Management Specialization (21 credits)

MGT2650 Leadership & Motivation
MGT4240 Human Resources Management
MGT3405 Organizational Behavior
MKT4100 Product Management
BUS2750 Entrepreneurship & Service Practicum

Choose two of the following:

BUS3260 Small Business Entrepreneurship
BUS3510 Innovation & Design for Business
MGT3310 Global Supply Chain Management
MKT4190 Sales/Sales Management
COM2700 Public Relations Principles
ICS3110 Intercultural Communication

Project Management Concentration (21 credits)

MGT2650 Leadership & Motivation
MGT3310 Global Supply Chain Management
MGT3405 Organizational Behavior
LPM2210 Project Management Fundamentals
LPM2230 Predictive Project Planning
LPM3100 Managing Risk & Uncertainty
LPM3220 Project Execution, Monitoring, & Control

Supply Chain Management Concentration (21 credits)

MGT2650 Leadership & Motivation
MGT3310 Global Supply Chain Management
MGT3405 Organizational Behavior
LSC2210 Project Management Fundamentals
LSC2130 Forecasting and Logistics
LSC3110 Sourcing and Operations
LSC4110 Advanced Logistics Management- Practicum

Human Resources Management Concentration (21 credits)

MGT3405 Organizational Behavior
MGT4240 Human Resources Management
MGT2650 Leadership & Motivation
LHR2110 Training and Development
LHR2130 Total Compensation Management
LHR3110 Human Resources Risk Management
LHR3130 Employment and Labor Law

Required Internship or Practicum (minimum 3 credit hours)

BUS4730 Practicum in Business (3 credits)

OR

BUS4930 Internship in Business (3 credits)

MANAGEMENT OF INFORMATION SYSTEMS:

The requirement for the major in management of information systems is the 42 hours of the Business Common Professional Components plus:

CSI 1120 First Year Seminar
CSI 1151 Introduction to Computer Science
CSI 2150 Object-Oriented Computer Programming
CSI 2100 Data Structures
CSI 3880 Database Programming
CSI 4200 Application Development Lab
Required Internship or Practicum (minimum 3 credit hours)
ISM4930 Internship in Information Systems (3 credits)

MARKETING

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

Marketing Specialization:

MKT3270 Consumer Behavior
MKT4150 Marketing Research
MKT4170 Advanced Marketing

Choose four of the following:

MKT2500 Digital/International Marketing
MKT3430 Advertising and Promotion
MKT3550 Services & Nonprofit Marketing
MKT4100 Product Management
MKT4190 Sales and Sales Management
MKT4300 International Marketing

Digital Marketing Concentration (21 credits)

MKT2500 Digital/Internet Marketing
MKT3000 Social Community & Content Marketing
MKT2600 Online Advertising & Email Marketing
MKT4200 Advanced Digital Marketing

VCD1010 Graphic Design for Non-Designers
MKT3270 Consumer Behavior
MKT4150 Marketing Research

Professional Sales Concentration (21 credits)

MKT3270 Consumer Behavior
MKT4190 Sales/Sales Management
COM3030 Persuasion
LPS3110 Relationship-Driven Professional Selling
LPS3130 Negotiation in Business and Sales
LPS3150 Sales Leadership
LPS4110 Adv. Relationship-Driven Professional Selling

Required Internship or Practicum (minimum 3 credit hours)

BUS4730 Practicum in Business (3 credits)

OR

BUS4930 Internship in Business (3 credits)

***PLEASE NOTE:** The following majors have some Business School curricular components in them but are housed in other departments on campus:

Major	School/Department
- Actuarial Science - Math and Computing	School of Arts & Humanities - Science and Mathematics Department
Sport Management	School of Business

	- Sport Management Department
• Sport Ministry	• School of Ministry Studies - Biblical Studies Department
• Sport Psychology	• School of Behavioral Sciences - Psychology Department

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
ACC3320 Intermediate Managerial Accounting
ACC3300 Introduction to Tax
BUS3050 Business Spreadsheet Applications

BUSINESS ADMINISTRATION MINOR (Not available to Business Majors)

The requirement for the minor in Business Administration is 18 hours including:

BUS1010 Foundations of Business
ACC2110 Financial Accounting
MKT2150 Marketing Principles
MGT2430 Principles of Management
MGT3405 Organizational Behavior
BUS3050 Business Spreadsheet Applications

DIGITAL MARKETING MINOR

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

MKT2150 Marketing Principles
MKT2500 Digital/Internet Marketing
MKT2600 Online Advertising & Email Marketing
VCD1010 Graphic Design for Non-Designers 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
BUS3260 Small Business Entrepreneurship
BUS3510 Innovation & Design for Business
FIN3350 Entrepreneurial Finance
MGT4240 Human Resources Management
Choose one of the following (if not a Business Major):
ACC2110 Financial Accounting
MKT2150 Marketing Principles

Business majors must also take:

MKT4190 Sales & Sales Management

FINANCE MINOR

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

BUS3050 Business Spreadsheet Application

FIN3240 Corporate Finance

FIN4280 Investments

FIN4610 Advanced Financial Topics

Choose 2 of the following:

FIN3170 Money, Banking, & Fixed Income

FIN3270 Financial Planning

FIN3350 Entrepreneurial Finance

FIN4250 Advanced Finance and Modeling

INFORMATION SYSTEMS MINOR

The requirement for the minor in Information Systems is 18 hours including:

ISM1150 Introduction to Computer Science

ISM2150 Object-Oriented Computer Programming

ISM2700 HTML & Web Development

ISM3800 Database Programming

ISM4110 Client-side Programming

ISM4200 Application Development Lab

INTERNATIONAL BUSINESS MINOR (A BA degree is required with this minor.)

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

BUS3570 Fundamentals of International Business

MGT3310 Global Supply Chain Management

FIN4530 International Finance and Economics

ICS3110 Intercultural Communication

ICS3210 Applied Cultural Anthropology

Choose one of the following:

STA- XXX Study Abroad (6 credits)

BUS4960 International Internship (6 credits)

(Outside the student's home country)

MANAGEMENT MINOR

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

MGT2430 Principles of Management

BUS 2750 Entrepreneurship & Service Practicum

MGT3405 Organizational Behavior

MGT4240 Human Resources Management

MGT2650 Leadership & Motivation

BUS3050 Business Spreadsheet Applications

Choose one of the following:

BUS 3260 Small Business Entrepreneurship

MGT3480 Operations & Production Management

BUS3510 Innovation & Design for Business

MARKETING MINOR

The requirement for the minor in Marketing is 21 hours including

MKT2150 Marketing Principles

MKT3270 Consumer Behavior

MKT4150 Marketing Research

MKT4170 Advanced Marketing

Choose three of the following:

MKT2500 Digital & Internet Marketing

MKT3430 Advertising and Promotion

MKT3550 Services & Nonprofit Marketing

MKT4100 Product Management

MKT4190 Sales and Sales Management

MKT 4300 International Marketing

ACADEMIC POLICIES

Grade and Grade-Point Average Requirements

Beginning students must complete the Foundations of Business course as soon as they declare any major in the Business Department. Students who receive a failing grade must retake Foundations of Business the next time it is available before scheduling additional business courses. Students who do not successfully complete the Foundations of Business course on their second attempt, will not be permitted to continue in the School of Business.

After Foundations of Business, students typically take Principles of Management, Marketing Principles, Financial Accounting, and Managerial Accounting. (The order of these courses is flexible, but Managerial Accounting must be taken after Financial Accounting.) To proceed in the School of Business, students must have a grade point average of 2.2 (C+) across these first five courses. If a student should happen to fail any course in the School of Business twice, they may not continue in the program unless granted permission after review by the faculty. To graduate, students must have an overall GPA of 2.0 and a 2.2 GPA in their major.

Students who wish to participate in the blended MBA program must have an undergraduate GPA of 3.0 or higher to qualify for admission into the MBA program and to maintain a GPA of 3.0 or above to continue in the MBA program. Blended MBA students must also maintain a 3.0 GPA in the MBA program to remain enrolled in the program.

LCMC Consortium Disclosure Language

1. Catalog Disclosure

Some majors, minors, concentrations, and courses are offered online through a consortium of regionally accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education.

Oversight of courses offered through the consortium are reviewed and approved by Grace College and its accreditor. Students register through Grace College and receive academic

credit from Grace College.

2. Course-Level Disclosure

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education.

Oversight of courses offered through the consortium are reviewed and approved by Grace College. Students register through Grace College and receive academic credit from Grace College.

3. Program-Level Disclosure

This major, minor, or concentration is offered online through a consortium of accredited colleges and universities. All courses within the program are delivered by faculty employed by partner institutions in the consortium, with technology and administrative support provided by Rize Education.

Oversight of courses offered through the consortium are reviewed and approved by Grace College. Students register through Grace College and receive academic credit from Grace College.

4. Websites

Some majors, minors, concentrations, and courses are offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions, and academic oversight remains with Grace College. Students register through and receive academic credit from Grace College.

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 of financial statements. During the two semesters, students encounter a detailed study of the balance sheet, income statement, and statement of cash flows. Prerequisite: ACC2110. Three hours each.

ACC 3270 Financial Planning (cross listed with FIN 3270)

This course is designed for the finance, accounting, or business student interested in financial planning from a personal, professional, or business perspective. It covers the principles and concepts of basic financial planning and personal finance, with both theoretical and personal application. Prerequisite: ACC2110. Three hours.

ACC 3300 Introduction to Tax

This course is an introductory survey of federal and state taxation principles. It examines the tax treatment of individuals, capital assets, and business entities from a business perspective. In addition, special attention is given to the role of tax strategies and compliance of individual decision-making and financial planning. Prerequisite: ACC 2110. Three hours.

ACC 3320 Intermediate Managerial Accounting

This course is designed for the accounting and finance student. This course reviews in-depth managerial accounting topics such as budgeting and forecasting, performance management, overhead rates and allocations, and various methods of cost accounting. Break-even points and cost-volume-profit analysis will also be covered. Prerequisite: ACC 2120. Three hours.

ACC 4110 Advanced Accounting

Emphasis on governmental and university accounting, business combinations, partnerships, and estates and trusts. Prerequisite: ACC 3120. Three hours.

ACC 4310 Auditing Principles This course introduces the principles of auditing and attestation, emphasizing the verification of financial statements and the auditor's independent report. Prerequisites: ACC3110 and ACC3120. Three hours.

ACC 4420 Advanced Managerial Accounting

This course studies more advanced managerial accounting concepts not covered in Intermediate Managerial Accounting. Prerequisite: ACC 3320. Three hours

ACC 4520 Individual Compliance Planning

This course is an in-depth study of the tax code for individuals. It includes tax planning for individuals and more complex issues related for Form 1040. Prerequisite: ACC 3300. Three hours.

ACC4530 Tax Compliance & Planning

This course is an in-depth study of the tax code related to corporate, partnership, and other business entities. Prerequisite: ACC 3300. Three hours

ACC 4930, ACC 4940, ACC 4950, ACC 4980, ACC 4990

Accounting Internship

Open to qualified 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 eight credit hours)

ACC 4990 Accounting Internship

Open to qualified 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 credit hours)

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

This course is designed for the general business student. We will cover the components of the legal system, basic constitutional concepts, business entities and ethics. We will thoroughly cover contracts including retail sales agreement and overview of the UCC. Lastly we will handle relevant topics related to agency, consumer matters and bankruptcy. Three hours

BUS 3140 Business Law II

This course is designed for any business student, but will have significant benefit for Finance and Accounting students. We will cover the components of the legal system, Regulatory Law, Agency and employment Law, and the Regulatory environments impact on business strategies. Three hours.

BUS 3260 Small Business Entrepreneurship

Applying the fundamentals of business to the specific needs of small businesses including marketing, sales, finance, production/operations, and personnel. Students will develop a business plan for a small business and interact with small business owners. Three hours.

BUS 3510 Innovation and Design for Business

An introduction into the innovation principles, design thinking, and prototype processes that lead to creation of new products or services. This includes the role of new ideas and innovation within an organization, techniques to facilitate innovations and the use of design thinking to support the creation of new products and services. Three hours.

BUS 3570 Fundamentals of International Business

In today's global business environment, awareness of global business cultures, operations, structures, and legal requirements is essential. This overview course introduces various facets of international business, its application to domestic concerns, and the national economy. Areas reviewed include the role and impact of multinational corporations, cross cultural factors, and global strategies. Prerequisite: MGT2430. Three hours.

BUS 3600 Business Plan Competition Practicum

This course focuses on the development of an original business plan that can be presented at the Grace College Business Plan Competition. Students will learn how to prepare a business plan and the elements within an investment ready business plan and the presentation skills to communicate their business plan. Three 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 examines the biblical treatment of critical topics in business and economics. This examination provides a foundation for developing a framework for understanding business from a biblical perspective and for acting consistently within that perspective. The 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.

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 Credit hours)

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 Credit Hours)

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 Credit Hours)

BUS 4800 Senior Seminar in Management

Students make management decisions on finance, production, and marketing for companies in a competitive market, considering 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 Credit Hours)

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 Credit Hours)

FINANCE**FIN 3170 Money, Banking & Fixed Income**

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. We will cover the basic structure of the financial industry and financial institutions, including the roles that each play in the overall economy. We will also introduce relevant regulations that impact the financial industry.

Prerequisite: 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, cash flow management, financing and debt strategies 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)

This course is designed for the finance, accounting, or business student interested in financial planning from a personal, professional, or business perspective. It covers the principles and concepts of basic financial planning and personal finance, with both theoretical and personal application. Prerequisite: ACC2110. Three hours.

FIN 3350 Entrepreneurial Finance and Real Estate

This course focuses on financial strategy and funding of entrepreneurial ventures through the various stages of business growth. The course will develop skills related to the creation and understanding of essential financial concepts for entrepreneurs to create financial plans and proposals for new ventures. This course also covers the principles on real estate finance with a focus on commercial real estate transactions. Prerequisite: FIN3240. Three hours.

FIN 3440 Financial Statement Analysis

This course is designed for finance students and builds on many of introductory concepts learned in corporate finance. This course begins with a focus on how and why financial statements are created, including an understanding of GAAP. With this understanding, the course moves to the finance perspective and focuses on finding relevant information in the financial statements, as well as the necessary alterations that need to be made for a strong financial analysis of companies. Prerequisite: FIN 3240 and ACC 2110. Three hours.

FIN 3510 Behavioral Finance

This course is designed to address the intersection of psychology and finance. Most economic and financial research is based on the belief the people behave rationally and the markets are efficient at setting prices. However, anomalies occur much more frequently than they should if these assumptions are accurate. This course covers basic principles of counselling and communicating with clients, conflicts involving money, and preparation for and reaction to crisis events. Prerequisite: FIN3240 Three hours.

FIN 4220 Estate Planning & Gift/Estate Tax

This course builds on the introduction to estates from previous finance courses and covers most of the common estate planning tools, such as wills, trusts, real estate deeds, and small business considerations. We will also cover the common gift and estate tax sections that are necessary to understand when working with estate planning clients. Prerequisites: FIN 3240 and FIN3270. Three hours.

FIN 4250 Advanced Finance and Modeling

This course is designed for the accounting and/or finance major. We will learn about financial modeling and how to build financial models. This course is focused on application and problem solving using financial models in excel. Students will learn about the effectiveness of financial models and designing models that are functional and useful for both the finance expert and the manager/client that they are built for. 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

This 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

This course is designed to be the capstone course for the finance degree. We will expand on risk management and insurance concepts that were introduced in previous courses, as well as employee benefits from both the employer and employee perspective. We will also discuss profession designations and the different options for employment within the financial industry. The course will culminate with the student taking the SIE exam to prepare them for employment. Prerequisites: FIN3240 and 3 hours in other FIN courses.

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.

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 3310 Global Supply Chain Management

The study of global supply chain management including topics such as purchasing, logistics, inventory management, risk analysis and contingency planning. Environmental, social, governance, flexibility and financial criteria for global supply chains will be addressed.

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 students 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 3450 Introduction to Data Analytics

This course focuses on using data and statistical tools to make business decisions. Students will be introduced to existing statistical tools commonly used within the business environment and then given opportunities to complete business case studies based on provided statistical tools and data. Prerequisite: BUS3050. 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

This course is an upper-level course within the Business Department of Grace College, designed to help you understand the many elements of the “people side” of an organization, whether that entity is for-profit or not-for-profit. The course begins with the many legal issues of considering people for employment and progresses through the selection process, training, career development, managing compensation and benefits, labor relations, and employee rights and discipline. The course also covers additional topics including safety and health, international employment and work teams. 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 online content marketing fundamentals, 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 many digital channels, and ways to measure the campaign's success. 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 the ethical use of these theories is explored throughout the course. 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 of services and NPO's. Prerequisite: MKT 2150 or permission of the Instructor for non-majors. Three hours.

MKT 4100 Product Management

This course examines the processes, frameworks, decision making, and planning concepts available to decision makers in product/service management. This course will focus particularly on the creation or enhancement of new products and services. Specific decisions to be addressed include: product policy and formulation, financial decisions, the selection of product market strategies, new product development and organizational implications. Students will create a new product/service plan as a final project. Prerequisite: MKT2150. Three hours.

MKT 4150 Marketing Research

Research is a necessary component for making business decisions. Professionals across all industries need to know how to conduct research properly and be able to recognize appropriate methodologies and sound techniques given a research objective at hand. This course provides students with the steps professionals use when conducting market research. Instruction is given on defining the objective, secondary research, qualitative primary research, survey development, sampling techniques, survey distribution, data analysis, and communicating results. Prerequisite: MKT2150. Three hours.

MKT 4170 Advanced Marketing. This course uses the case method to present real world marketing dilemmas as a means to learn application of marketing theory. The course is designed to heighten the student's sensitivity to marketing problems in a technologically advanced economy and sharpen their ability to make sound, ethically balanced and implementable judgments about real business situations. 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: MKT2150 and must be in the final spring semester on campus. Three hours

MKT 4190 Sales/Sales Management

A course designed for the student to learn the sales process and or 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. A megatrend in today's business world involves going to extreme efforts to meet customer needs.

Organizations cannot afford to lose customers. It is always easier to sell to a satisfied customer than an unsatisfied one. The cost of acquiring a new customer is higher than keeping an existing one... about six times more! Prerequisite: MKT2150. Three hours.

MKT 4200 Advanced Digital Marketing

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

MKT 4300 International Marketing

The International Marketing course demonstrates how businesses can expand their marketing efforts globally while acting regionally (globalization). 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 (GMS). It focuses on 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