

Business DIVISION



K. Brad Stamm, Ph.D.
Division Chair

The division has a threefold purpose: first, to prepare students for entry-level positions in business; second, to prepare students to serve in administrative roles within Christian organizations; and finally, to prepare students for graduate study in business.

Degrees:

Bachelor of Arts

Majors:

Accounting
Business Administration
Business/Computer Information Systems
Business/Finance
Business/International
Business/Management
Business/Marketing
Business/Sports Management

Minors:

Accounting
Business Administration
Computer Information Systems
Economics
Finance
International Business
Management
Marketing
Sports Management

Faculty

Stamm, K. Brad, Professor of Economics (1999) (Chair); B.S. (1975), Bowling Green State University; M.B.A. (1987), Eastern College; Ph.D. (1997), Fordham University

Bos, Lawrence J., Associate Professor of Business (1970); B.A. (1970), M.B.A. (1974), Michigan State University

Mbah, Chris H., Associate Professor of Business (1997); B.B.A. (1979), Sul'Ross State University; M.B.A. (1980), Sul'Ross State University; D.B.A. (2005), Argosy University

Morter, Scott D., Assistant Professor of Business (2004); B.R.E. (1984), Grand Rapids Baptist College; M.B.A. (1995), Grand Valley State University

Riter, William R., Associate Professor of Business (1985); B.S. (1964), Cedarville University; C.P.A. (1966), State of Illinois; M.S. (1971), University of Illinois

Young, Michael L., Associate Professor of Business (1997); B.A.(1995), Cornerstone University; M.B.A. (1997), Grand Valley State University; D.B.A. (2001), University of Sarasota

Criteria for Graduation as a Division Major: See the Academic Information section under Graduation Requirements on page 53.

Degree information for the Bachelor of Arts degree along with major and minor listings by division can be found in the catalog section entitled Degree Information. (See page 71.)

Majors

General Education Core requirements for the Bachelor of Arts degree are listed in the Degree Information section. (See page 71.)

ACCOUNTING MAJOR (Bachelor of Arts)

Students selecting an Accounting major are not required to complete a minor.

150 Semester Hour Requirement for Michigan CPA - Many states now require 150 semester hours of education to become a Certified Public Accountant (CPA). The State of Michigan allows candidates for the CPA to take the exam after completing a bachelor's degree with appropriate courses. The Cornerstone University B.A. degree with a major in Accounting will meet those requirements, although candidates will need to complete the 150 semester hours and experience requirements before being granted the CPA Certificate in Michigan. Most Cornerstone University graduates in Accounting will pursue a master's degree in a related field to meet the 150-hour requirement. Some states require that the 150 hours be completed before taking the exam. Michigan CPA candidates are also required to complete a course in Business Communications. BUS 213 meets that requirement.

Required Courses	Credit Hours
ACC 221	Accounting I 3
ACC 222	Accounting II 3
ACC 321	Intermediate Accounting I 3
ACC 322	Intermediate Accounting II 3
MGT 231	Principles of Management 3
MKT 251	Principles of Marketing 3
CSC 332	Systems Analysis 3
ECN 231	Macroeconomics 3
ECN 232	Microeconomics 3
BUS 211	Business Statistics 3
BUS 361	Business Law 3
FIN 341	Principles of Finance 3
ACC 331	Cost Accounting 3
ACC 327	Taxation 3
ACC 421	Advanced Accounting 3
ACC 423	Auditing 3
MGT 432	Strategic Management 3
BUS 380	Internship 3
	Total 54

BUSINESS ADMINISTRATION MAJOR (Bachelor of Arts)

Required Courses	Credit Hours
MGT 231	Principles of Management 3
MKT 251	Principles of Marketing 3
ECN 231	Macroeconomics 3
ECN 232	Microeconomics 3
ACC 221	Accounting I 3
ACC 222	Accounting II 3
BUS 211	Business Statistics 3
FIN 341	Principles of Finance 3
BUS 361	Business Law 3
BUS 380	Internship 6
MGT432	Strategic Management 3
Upper level elective in:	
	Accounting, Business, Economics, Management, Marketing, or Computer 3
	Total 39

**BUSINESS MAJOR -
COMPUTER INFORMATION SYSTEMS EMPHASIS** (Bachelor of Arts)

Students electing a Business major with a Computer Information Systems emphasis are not required to complete a minor.

Required Courses	Credit Hours
ACC 221 Accounting I	3
ACC 222 Accounting II	3
MGT 231 Principles of Management	3
MKT 251 Principles of Marketing	3
ECN 231 Macroeconomics	3
ECN 232 Microeconomics	3
BUS 211 Business Statistics	3
BUS 361 Business Law	3
FIN 341 Principles of Finance	3
CSC 121 Introduction to Programming.....	4
CSC 151 Hardware and Software Concepts	3
CSC 221 Visual Basic.....	3
CSC 325 Database Program Development	3
CSC 332 Systems Analysis	3
CSC 352 Data Communications	3
MGT432 Strategic Management	3
CSC 380 Internship	3
One of the following:.....	3
CSC 222 Introduction to Web Development	
CSC 224 C++ Programming	
CSC 231 Data Structures and Algorithms	
CSC 323 C Programming in Unix	
CSC 380 Internship	
CSC 431 Applied Software Project	
CSC 480 Advanced Topics	
Total	55

BUSINESS MAJOR - FINANCE EMPHASIS (Bachelor of Arts)

Students selecting a Business major with a Finance emphasis are not required to complete a minor.

Required Courses	Credit Hours
ACC 221 Accounting I	3
ACC 222 Accounting II	3
BUS 211 Business Statistics	3
ECN 231 Macroeconomics	3
ECN 232 Microeconomics	3
MGT 231 Principles of Management	3
MKT 251 Principles of Marketing	3
ACC 327 Taxation	3
BUS 361 Business Law	3
FIN 341 Principles of Finance	3
FIN 342 Corporate Finance.....	3

FIN 371	Investments.....	3
FIN 380	Internship	3
MGT 432	Strategic Management	3
Four of the following:		12

(A total of at least two must be from FIN 3XX or ECN 3XX)

ECN 334	Money & Banking
ECN 321	Intermediate Microeconomics
FIN376	Management of Financial Institutions
ECN 335	International Economics
FIN 372	Securities Brokerage
FIN 374	Insurance and Risk Management
FIN 373	Real Estate Management & Investment
MKT 353	Marketing Communications
MGT 337	Small Business Management

Total 54

BUSINESS MAJOR - INTERNATIONAL BUSINESS EMPHASIS (Bachelor of Arts)

Students selecting a Business major with an International Business emphasis are not required to complete a minor.

Required Courses		Credit Hours
MGT 231	Principles of Management	3
MKT 251	Principles of Marketing	3
ACC 221	Accounting I	3
ACC 222	Accounting II	3
ECN 231	Macroeconomics	3
ECN 232	Microeconomics.....	3
BUS 211	Business Statistics.....	3
BUS 317	International Business	3
BUS 361	Business Law	3
BUS 380	Internship	3
BUS 411	Cross-cultural Business.....	3
MGT 432	Strategic Management	3
FIN 341	Principles of Finance	3
MKT 359	International Marketing.....	3
Four of the following:		12
BUS 380	Internship (additional)	
COM 311	Inter-Cultural Communication	
IDS210	Introduction to Cultural Studies	
IDS 341	Latin American Studies Travel/Service	
MGT 339	International Management	
ECN 335	International Economics	
SPA 231	Business Spanish	
Foreign Language (200 level)		
Total		54

BUSINESS MAJOR - MANAGEMENT EMPHASIS (Bachelor of Arts)

Students selecting a Business major with a Management emphasis are not required to complete a minor.

Required Courses	Credit Hours
MGT 231	Principles of Management 3
MKT 251	Principles of Marketing 3
ACC 221	Accounting I 3
ACC 222	Accounting II 3
ECN 231	Macroeconomics 3
ECN 232	Microeconomics. 3
BUS 211	Business Statistics 3
BUS 361	Business Law 3
FIN 341	Principles of Finance 3
MGT 332	Human Resources Management. 3
MGT 333	Production & Operations Management 3
MGT 335	Administrative Behavior. 3
MGT 432	Strategic Management 3
BUS 380	Internship 6
Three of the following:	9
ACC 331	Cost Accounting
BUS 213	Business Communication
BUS 235	Project Management
BUS 317	International Business
BUS 337	Quantitative Methods/Quality Control
MGT 238	Principles of Leadership
MGT 334	Purchasing Procedures
MGT 337	Small Business Management
MGT 338	Advanced Leadership Studies
MGT 339	International Management
COM 234	Mass Media in Society
COM 321	Group Communication
KIN 215	Intro. to Sports Management
SOC 417	Minorities
SWK 344	Substance Abuse
	Total 54

BUSINESS MAJOR - MARKETING EMPHASIS (Bachelor of Arts)

Students selecting a Business major with a Marketing emphasis are not required to complete a minor.

Required Courses	Credit Hours
MGT 231	Principles of Management 3
MKT 251	Principles of Marketing 3
ACC 221	Accounting I 3
ACC 222	Accounting II 3
ECN 231	Macroeconomics 3
ECN 232	Microeconomics. 3
BUS 211	Business Statistics 3
BUS 361	Business Law 3

FIN 341	Principles of Finance	3
MKT 350	Marketing Management	3
MKT 352	Marketing Research	3
MKT 452	Marketing Problems/Strategy.....	3
MGT 432	Strategic Management	3
BUS 380	Internship	6
Three of the following:.....		9

(at least two must be from marketing, MKT 3XX)

ACC 331	Cost Accounting
BUS 213	Business Communication
BUS 317	International Business
CSC 211	Desktop Publishing
MKT 353	Marketing Communications
MKT 355	Retailing
MKT 357	Consumer Behavior
MKT 358	Sales Management
MKT 359	International Marketing
COM 234	Mass Media in Society
COM 315	Philosophy and Theory of Communication
COM 317	Media Literacy
COM 321	Group Communication
COM 322	Public Speaking
COM 325	Rhetorical Theory and Criticism

BUSINESS MAJOR - SPORTS MANAGEMENT EMPHASIS (Bachelor of Arts)

General Education Core Exceptions

Required Courses	Credit Hours
BIO 241 Anatomy and Physiology I	4
(Required for the major and meets the general education lab science requirement.)	

Students selecting a Business major with a Sports Management emphasis are not required to complete a minor.

Required Courses	Credit Hours
MGT 231 Principles of Management	3
MKT 251 Principles of Marketing	3
ACC 221 Accounting I	3
ACC 222 Accounting II	3
MKT 353 Marketing Communications	3
ECN 231 Macroeconomics	3
ECN 232 Microeconomics.....	3
BUS 211 Business Statistics.....	3
BUS 361 Business Law	3
FIN 341 Principles of Finance	3
MGT 432 Strategic Management	3
BUS 380 Internship	3
KIN 211 History and Principles of Physical Education	3
KIN 215 Introduction to Sports Management.....	3
KIN 422 Safety and the Law in Physical Education	3
KIN 441 Organization and Administration	3

Two of the following		6
BUS 213	Business Communication	
BUS 317	International Business	
MGT 332	Human Resources Management	
MGT 335	Administrative Behavior	
MGT 238	Principles of Leadership	
MGT 337	Small Business Management	
MGT 338	Advanced Leadership Studies	
MGT 339	International Management	
MKT 350	Marketing Management	
	Total	54

Minors

ACCOUNTING MINOR

Required Courses		Credit Hours
ACC 321	Intermediate Accounting I	3
ACC 322	Intermediate Accounting II	3
ACC 331	Cost Accounting.....	3
ACC 327	Taxation	3
One of the following:.....		3
ACC 421	Advanced Accounting	
BUS 380	Internship	
ACC 423	Auditing	3
CSC 332	Systems Analysis.....	3
	Total	21

BUSINESS ADMINISTRATION MINOR

Required Courses		Credit Hours
ACC 221	Accounting I	3
ACC 222	Accounting II	3
One of the following:.....		3
ECN 231	Macroeconomics	
ECN 232	Microeconomics	
One of the following:.....		3
MGT 231	Principles of Management	
MKT 251	Principles of Marketing	
Upper level electives in Accounting, Business, Finance, Management, Marketing, Economics or Computer		6
	Total	18

COMPUTER INFORMATION SYSTEMS MINOR

Required Courses		Credit Hours
CSC 121	Introduction to Programming.....	4
CSC 151	Hardware and Software Concepts	3
CSC 221	Visual Basic.....	3
CSC 325	Database Program Development	3
CSC 332	Systems Analysis.....	3

Two of the following:	6
CSC 222	Introduction to Web Development
CSC 224	C++ Programming
CSC 231	Data Structures and Algorithms
CSC 280	Topics in Computing
CSC 323	C Programming in Unix
CSC 480	Advanced Topics
Total	22

ECONOMICS MINOR

Required Courses	Credit Hours	
BUS 211	Business Statistics	3
ECN 231	Macroeconomics	3
ECN 232	Microeconomics	3
ECN 321	Intermediate Microeconomics	3
ECN 335	International Economics	3
Two of the following	6	
ECN 331	Research in Economics	
ECN 334	Money & Banking	
ECN 460	Entertainment Industry Economics	
BUS 380	Internship (in economics)	
BUS 470	Directed Readings (in economics)	
BUS 490	Independent Study (in economics)	
Total	21	

FINANCE MINOR

Required Courses	Credit Hours	
FIN 341	Principles of Finance	3
FIN 342	Corporate Finance	3
FIN 371	Investments	3
Three of the following	9	
ECN 334	Money & Banking	
ECN 321	Intermediate Microeconomics	
FIN 376	Management of Financial Institutions	
ECN 335	International Economics	
FIN 372	Securities Brokerage	
FIN 374	Insurance and Risk Management	
FIN 373	Real Estate Management & Investment	
Total	18	

INTERNATIONAL BUSINESS MINOR

Required Courses	Credit Hours	
MGT 231	Principles of Management	3
MKT 251	Principles of Marketing	3
BUS 317	International Business	3
BUS 411	Cross-cultural Business	3
COM 311	Intercultural Communication	3

MGT 339	International Management	3
MKT 359	International Marketing.....	3
	Total	21

MANAGEMENT MINOR

Required Courses		Credit Hours
ACC 221	Accounting I	3
ACC 222	Accounting II	3
MGT 231	Principles of Management.....	3
MGT 335	Administrative Behavior.....	3
	Three of the following:.....	9
ACC 331	Cost Accounting	
BUS 235	Project Management	
BUS 337	Quantitative Methods & Quality Control	
BUS 380	Internship (maximum of 3 credits)	
MGT 238	Principles of Leadership	
MGT 332	Human Resources Management	
MGT 333	Production & Operations Management	
MGT 334	Purchasing Procedures	
MGT 337	Small Business Management	
MGT 338	Advanced Leadership Studies	
MGT 339	International Management	
KIN 215	Intro. to Sports Management	
SOC 417	Minorities	
SWK 344	Substance Abuse	
	Total	21

MARKETING MINOR

Required Courses		Credit Hours
MKT 251	Principles of Marketing	3
MKT 350	Marketing Management	3
MKT 352	Marketing Research.....	3
MKT 452	Marketing Problems/Strategy.....	3
	Three of the following	9
BUS 317	International Business	
MKT 353	Marketing Communications	
MKT 355	Retailing	
MKT 357	Consumer Behavior	
MKT 358	Sales Management	
MKT 359	International Marketing	
	Total	21

SPORTS MANAGEMENT MINOR

Required Courses		Credit Hours
MGT 231	Principles of Management.....	3
MKT 251	Principles of Marketing	3
ECN 232	Microeconomics.....	3
KIN 211	History and Principles of Physical Education	3
KIN 215	Introduction to Sports Management.....	6

Two of the following	6
MGT 332	Human Resources Management
MGT 238	Principles of Leadership
MKT 353	Marketing Communications
BUS 380	Internship (must be Sports Management related)
KIN 422	Safety and the Law in Physical Education
KIN 441	Organization and Administration
Total	21

Course Descriptions

<u>Department</u>	<u>Level/Course Name</u>	<u>Credits/Frequency</u> (See page 82 for codes)
ACCOUNTING		
ACC 221	Accounting I	3/2
An introduction to the fundamental principles of financial accounting. Accounting cycle, asset valuation, short-term liabilities, payroll, income determination, and financial reporting are emphasized.		
ACC 222	Accounting II	3/2
A continuation of ACC 221 and managerial accounting topics. Long-term liabilities, owner's equity, cash flow and interpretation of financial statements. Cost accounting and managerial accounting and analysis will be introduced. Prerequisite: ACC 221		
ACC 321	Intermediate Accounting I	3/2
The practice and theory of accounting as applied to assets and liabilities. Emphasis on developing analytical abilities and applying accounting principles to a wide variety of business situations. Prerequisite: ACC 222		
ACC 322	Intermediate Accounting II	3/2
The practice and theory of accounting as applied to stockholders' equity, leases, pensions, revenue recognition, tax allocation, and financial reporting and analysis. Prerequisite: ACC 321		
ACC 327	Taxation	3/4
Federal income tax structure as related to individuals, partnerships, and corporations. Problems intended to provide an understanding of the theory, law, and regulations. Prerequisite: ACC 222		
ACC 331	Cost Accounting	3/4
Accounting functions in the manufacturing environment. Product costing, overhead cost analysis, standard costs, activity based costing, variance analysis, contribution accounting, flexible budgeting, and responsibility center accounting. Prerequisite: ACC 222		
ACC 421	Advanced Accounting	3/4
A study of specialized accounting topics. Emphasis is placed on accounting for business combinations. Additional topics include partnerships, governmental, nonprofit organizations, estates and trusts, and accounting procedures for insolvency. Prerequisite: ACC 321		

ACC 423 Auditing 3/4
Functions of financial audits and auditors' reports, audit evidence and techniques, internal control review and evaluation, application to selected financial statement topics, applications of statistics, audit of EDP systems, auditors' ethical and legal responsibilities. Prerequisite: ACC 321, BUS 211

BUSINESS

BUS 211 Business Statistics 3/1
Descriptive statistics including measures of central tendency and standard deviation, time series analysis, statistical inference with emphasis upon testing of hypotheses and measures of association, and application of these techniques to decision-making and planning. Emphasis is placed on methods for defining, researching, analyzing, and evaluating problems found in business. Prerequisite: Core requirement in Math

BUS 213 Business Communications 3/2
The study of effective communication as applied to business organizations. Focuses on the essential forms of business communications: letters, memoranda, reports, work group communication and presentations. It will emphasize clear, accurate and concise writing in a variety of professional settings. In addition, it will also teach the communication skills necessary to thrive in business graduate school. A working knowledge of word processing software will be assumed. Prerequisite: COM 111 and ENG 113.

BUS 235 Project Management 3/4
The key factors involved in successfully completing a large and/or complex project. Emphasis on project planning, organization, selection, budgeting, controlling and termination. In addition, this course will examine the managerial aspects of project management. Prior spreadsheet knowledge is expected.

BUS 241 Personal Financial Planning 3/6
A study of the principles and practices of personal money management. Topics include: budgeting, taxes, banking, credit, investments, retirement, and estate planning. This course does not count toward any Business or Computer majors/minors.

BUS 280 Topics in Business 1-3/6

BUS 317 International Business 3/2
A study of international business systems within the context of the challenges of globalization. Emphasis is on fundamental economic theory and trade arguments, international monetary systems, international organizations, the role of trading blocs in regional integration, foreign direct investments, and international environmental forces, including ethical and legal considerations. Prerequisite: MKT 251 or 231

BUS 337 Quantitative Methods and Quality Control 3/6
Inspection techniques and statistical quality control as it applies to production processes and purchasing function. Prerequisite: BUS 211

BUS 361 Business Law 3/1
Survey of the law torts, contracts, and the doctrine of implied warranty.

BUS 380 Internship 1-6/1
 Practical work experience in a business setting. Position must include decision-making responsibility in a management context. Opportunities to apply classroom knowledge to business world situations in areas of student's special interest. Prerequisite: Permission of instructor.

BUS 411 Cross-Culture Business 3/4
 A discussion forum for analyzing, understanding and integrating the elements of cross-cultural environments in international business management. Focus is on cross-cultural challenges in globalization, global communications and differences, alliances, international negotiations and ethical considerations, relationships and synergy, and regional integration. Prerequisite: BUS 317

BUS 470 Directed Readings 1-3/6

BUS 480 Advanced Topics 1-3/6

BUS 490 Independent Study 1-3/6

ECONOMICS

ECN 231 Macroeconomics 3/2
 Emphasis upon macroeconomic theories, principles and theories of national income determination, consumption, investment, savings, business cycles, prices and money, the banking system, monetary and fiscal policy.

ECN 232 Microeconomics 3/2
 Emphasis upon general microeconomic theory, an introduction to theories of consumer behavior, product demand, cost and supply, production, the firm and its markets, capital and pricing factors.

ECN 321 Intermediate Microeconomics 3/4
 This course is designed to provide students with the tools from intermediate microeconomics, game theory, and industrial organization that they need to make sound managerial decisions. Topics include present value analysis, supply and demand, regression, indifference curves, isoquants, production, costs, and the basic models of perfect competition. Readings include essays by several Nobel Prize-winning economists. Prerequisite: ECN 232 Microeconomics

ECN 331 Research in Economics 3/6
 Under supervision of a faculty member, this course is designed to expose students to the process of conducting independent research in empirical economics and effectively communicating the results of the research. Qualified students receive valuable training in applied economic research and quantitative and qualitative research methods. The course begins with an econometric analysis of an assigned economic question and culminates in each student choosing an original topic, performing appropriate analysis, and delivering oral and written project reports. Prerequisite: BUS 211 Business Statistics and ECN 321 Intermediate Microeconomics

ECN 334 Money & Banking 3/4
This course will focus on the role of money in the economy. Topics include money flows, the Federal Reserve System, banking regulation and performance. Prerequisite: ECN 231, ECN 232

ECN 335 International Economics 3/4
A detailed study of international trade and finance with both macro and micro applications. Topics include international accounting standards, exchange rates, foreign direct investment, international markets and financial control in an international setting. Prerequisites: Either ECN 231 or ECN 232.

ECN 460 Entertainment Industries Economics (MUS 460) 3/6
Entertainment Industries is an overview of the business aspects of the entertainment industry using the principles of economics and business. The course will focus on supply, demand, and industry structure in the following areas: music, theater, and film. The course will use both micro and macro economics to analyze the business of the entertainment industry. The approach will require demographic and sociological analysis also. These cultural industries will also be looked at in terms of integration of faith and learning; that is, what is the Christian's role in and response to entertainment.

FINANCE

FIN 341 Principles of Finance 3/2
Basic theoretical framework for decision-making in financial management. Role of the financial manager in capital budgeting, investing and financing activities.
Prerequisites: ACC 222, BUS 211

FIN 342 Corporate Finance 3/2
This course will focus on business application of the principles of finance. Business case studies will be used to relate financial theory to business practice. Current financial topics will be analyzed. Prerequisite: FIN 341

FIN 371 Investments 3/2
This course will focus on the allocation of capital in the capital markets. Topics include the operation and regulation of investment markets, investment asset classes, portfolio management, analysis of risk and return and investment trading. Prerequisite: FIN 341

FIN 372 Securities Brokerage 3/4
This course will focus on the securities industry and the brokerage business. Topics include financial ethics, the regulatory environment, client relations, investment planning, security analysis and transaction procedures. Prerequisite: FIN 341, FIN 371

FIN 373 Real Estate Management & Investment 3/4
This course will focus on the basic principles of real estate management and investment. Topics include real estate markets, characteristics of real estate, appraising methods, government regulation, licensing and ethical considerations.
Prerequisite: FIN 341

FIN 376 Management of Financial Institutions 3/4
 This course will focus on the financial management of retail banks, commercial banks and other financial intermediaries. Topics include risk management, asset composition, capital adequacy, liquidity and the regulatory environment. Prerequisite: FIN 341

FIN 380 Internship 1-6/1
 This course will be for students who desire an internship in a business with a financial focus. This is a required course for all finance majors.

MANAGEMENT

MGT 231 Principles of Management 3/2
 An introduction to the management function within an organization. Principles of planning, organization, directing, staffing, and controlling.

MGT 238 Principles of Leadership 3/2
 Students will engage in a basic study of current theories of leadership. Through a variety of presentation methods, small group work, self-reflection, and peer review, students will observe and practice leadership principles, while identifying personal styles and preferences.

MGT 332 Human Resources Management 3/2
 The objectives, functions, and organization of personnel programs; recruitment, selection, training, evaluation, development, and promotion; wage incentives, fringe benefits, OSHA, and the collective bargaining process. Prerequisite: MGT 231

MGT 333 Production & Operations Management 3/4
 Theory, policy, procedures, and methods used in planning for and controlling the production of goods and services in business organizations. Application of sound management to manufacturing operations. Prerequisite: MGT 231.

MGT 334 Purchasing Procedure 3/6
 The objectives and contribution of purchasing function and coordination of purchasing with other business functions. Description of materials, management, value analysis, and purchasing research. Source selection, evaluation, development, and negotiations are also discussed.

MGT 335 Administrative Behavior 3/2
 Presents integrative theory of organization behavior. Human motivation as influenced by leadership, the organization itself, and social environment. Prerequisite: MGT 231

MGT 337 Small Business Management 3/4
 Fundamental principles of management in a small business environment. Emphasis on the managerial considerations involved in establishing, planning, and financing a new business, as well as operating a going concern. Prerequisite: ACC 221, MGT 231, MKT 251.

MGT 338 Advanced Leadership Studies 3/2
 This class will involved an in-depth study of leadership with an emphasis on the Biblical-servant model. Students will learn to apply this model in such areas as leadership ethics and appropriate uses of power. Prerequisite: MGT 238

MGT 339 International Management 3/4

A focus on management challenges associated with developing strategies and managing the operations of enterprises whose activities stretch across national boundaries. International firms will be examined with special emphasis on the management of resources and production. Prerequisite: MGT 231

MGT 432 Strategic Management 3/2

This course is the senior level capping course designed to integrate the knowledge and techniques studied in other courses such as accounting, economics, finance, management, marketing, and quantitative methods. It is also designed to provide experience in formulating organizational strategies and policies for meeting specified organizational strategic and operational goals. The case and business game approach is used. Prerequisite: senior status

MARKETING

MKT 251 Principles of Marketing 3/2

An introduction to marketing centered on the areas of product, pricing, distribution, and promotion with specific application to market orientation and the marketing function.

MKT 350 Marketing Management 3/4

A systematic assessment of the roles, responsibilities and tools of the marketing manager and how these are used to develop marketing plans and strategies. Application to current situations will be emphasized. Prerequisite: MKT 251, junior status

MKT 352 Marketing Research 3/2

An analysis of research methodology, including both quantitative and qualitative traditions of inquiry and the skills needed to conduct market research and resolve marketing related problems. Emphasis will be placed on the mechanics of basic market research. Prerequisites: MKT 251

MKT 353 Marketing Communications 3/2

An integrated study of the marketing functions of advertising, personal selling, sales promotions, publicity and public relations.

MKT 355 Retailing 3/4

A study of topics related to retail businesses. Topics include management methods, location analysis, store organization, personnel planning, merchandising, buying and pricing techniques, identifying target markets, public relations, and cost management.

MKT 357 Consumer Behavior 3/4

Develops awareness of various aspects of consumer motivation and behavior. Provides understanding of influences of business and environment and how each will affect consumer purchase decisions. Prerequisite: MKT 251

MKT 358 Sales Management 3/4

Analyzes development and administration of the sales effort within the marketing organization. Included will be an assessment of the administrative functions required to manage the sales function as well as personal skills needed to function in a sales environment. Prerequisite: MKT 251

MKT 359 International Marketing 3/2
 A study of global markets within the context of general, regional and country-specific environmental forces, including managerial challenges of implementing international marketing strategies. Emphasis is on environmental analysis, international marketing strategies, and current international marketing issues, including the challenges of standardization, adaptation, marketing laws and ethical considerations and practices.
 Prerequisite: MKT 251.

MKT 452 Marketing Problems/Strategy 3/2
 An in-depth view of marketing strategies and how they are employed to identify and resolve today's marketing problems, including ethical considerations. Emphasis is on case analysis, concepts applications based on identifiable controllable and uncontrollable forces, the integration and synergy of marketing programs. Prerequisites: MGT 231, MKT 251, junior status

COMPUTER INFORMATION SYSTEMS

CSC 112 Introduction to Spreadsheets 1/1
 An understanding of spreadsheets and their use in financial applications.

CSC 113 Intermediate Spreadsheets 1/1
 This course is a continuation of the study of Microsoft Excel. The objective is to enable the students to use many of the more important and complex features of Excel. Topics such as the following will be covered: conditional and logical functions, pivot tables, data consolidation, worksheet outlining, goal seeking problem solver and scenario manager.
 Prerequisite: CSC 112 Introduction to Spreadsheets or permission of instructor.

CSC 121 Introduction to Programming 4/2
 This is the first course in programming. Topics include the design, coding, testing, and documentation of programs written in a modern high-level language. Fundamental issues of object-oriented programming, efficiency, and complexity are introduced in the context of programming and problem solving.

CSC 151 Hardware and Software Concepts 3/2
 A breadth-first introduction to Computer Science and Information Systems, emphasizing hardware, operating systems, and programming. Desktop computer hardware is described theoretically, with application to computer assembly, troubleshooting, and repair. Operating systems functions and components are studied, with application to system installation and maintenance. Network technologies are surveyed, and fundamental concepts of programming are introduced through HTML and scripting.

CSC 211 Desktop Publishing 3/2
 An introduction to desktop publishing software applied to the designing and producing of a variety of professional-quality documents (such as newsletters, brochures, forms, and presentations) that combine text and graphics features. Major topics will include composition, formatting, planning and layout, and selection and manipulation of graphics and type styles/sizes.

CSC 221 Visual Basic 3/2
 An introduction to programming using Visual Basic. This course introduces programming concepts specifically applied to the object-oriented environment of Windows. Prerequisite: Experience with Windows based applications.

- CSC 222 Introduction to Web Development** 3/4
This course will focus on the basics of Web site structure, including HTML, and Cascading Style Sheets. It will also introduce database integration.
- CSC 224 C++ Programming** 3/4
An introduction to the C++ programming language. Students will gain programming skill through writing several programs in the C++ language. The course assumes previous programming experience preferably in an objected-oriented language. Prerequisite: CSC 121 or substantial knowledge of some high-level programming language.
- CSC 231 Data Structures and Algorithms** 3/6
A study of data structures such as stacks, lists, queues, trees, and graphs. Analysis of algorithms and complexity. Programming techniques and implementation of data structures and algorithms. Prerequisite: CSC 121 or permission.
- CSC 280 Topics in Computing** 1-3/6
- CSC 323 C Programming in Unix** 3/4
This course introduces the Unix operating system from a programmer's perspective and provides a comprehensive survey of the C programming language. Topics include: C Syntax, implementation of common data structures and algorithms in C, Unix library routines, Unix file operators, and Unix utilities and editors. Prerequisites: CSC 121 and either CSC 224, 231 or permission of the instructor.
- CSC 325 Database Program Development** 3/4
A study of the relational database model and the SQL programming language as applied to Business Information Systems. Prerequisite: CSC 332 and any programming course.
- CSC 332 Systems Analysis** 3/2
A study of the process of analyzing and designing Business Information Systems. The system design life cycle is applied using CASE tools. Prerequisite: Previous programming or accounting courses.
- CSC 352 Data Communications** 3/4
A study of technical topics related to data communications and networks. This course will cover transmission media, analog and digital signals, data transmission, multiplexing, local area and wide area network protocols, and network topologies. There will also be some coverage of network operating systems and computer telephony integration. Prerequisite: CSC 151.
- CSC 380 Internship** 1-6/1
Practical work experience in a situation where decisions are made concerning equipment or programming or workflow operations. Prerequisite: Permission of instructor.
- CSC 431 Applied Software Project** 3/6
Application of computer programming and system development concepts, principles, and practices to a comprehensive system development project. Prerequisite: CSC 325

CSC 451 Theory of Operating Systems 3/6

An historical survey of the development of operating systems, followed by a discussion of fundamental concepts and terminology, together with practical applications to real systems. Topics are selected from basic concepts such as processes and inter-process communication, allocation of shared resources and memory, scheduling, deadlock, file systems, protection and security, with applications to system design and administration. Christian worldview and ethical implications will be analyzed and applied in the contexts of quality of service, security, and intellectual property rights. This course serves as the capstone course for the computer science program. Prerequisite: CSC 231.

CSC 470 Directed Readings 1-3/6

Typically, a student selection of readings in Computer related topics. Consultation with Business/Computer faculty and a complete application form is required. Prerequisites: See General Requirements.

CSC 480 Advanced Topics 1-3/6

Topics of current interest are offered to introduce new course material and to enhance the Business/Computer majors. Prerequisites: To be determined when scheduled.

CSC 490 Independent Study 1-3/6

The study of Computer related topics chosen by the student in consultation with Business/Computer faculty. A complete application form is required. Prerequisites: See General Requirements.

