

Business

DIVISION



William R. Riter, M.S.
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/International
Business/Management
Business/Marketing
Business/Sports Management

Minors:

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



Faculty

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

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

Carpenter, John R., Adjunct Professor of Business (1997); B.S. (1984) Michigan Technological University; M.S.B.A. (1989) Boston University; M.Div. (2000) Grand Rapids Baptist Seminary

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

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

Visser, Timothy J., Adjunct Professor of Law (1984); B.A. (1975), University of Michigan; J.D. (1977), University of Michigan

Warren, John D., Adjunct Professor of Management (1999); B.S.Ed. (1969), Central Michigan University; M.A. (1990), Western Michigan University

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 69.)

Majors

General Education Core requirements for the Bachelor of Arts degree are listed in the **Degree Information** section. (See page 69.)

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 I3
ACC 222	Accounting II3
ACC 321	Intermediate Accounting I3
ACC 322	Intermediate Accounting II3
MGT 231	Principles of Management3
MKT 251	Principles of Marketing3
CSC 332	Systems Analysis3
ECN 231	Macroeconomics3
ECN 232	Microeconomics3
BUS 211	Business Statistics3
BUS 361	Business Law3
BUS 341	Financial Management3
ACC 331	Cost Accounting3
ACC 327	Taxation3
ACC 421	Advanced Accounting3
ACC 423	Auditing3
MGT 432	Strategic Management3
BUS 380	Internship3
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Total54	

BUSINESS ADMINISTRATION MAJOR (Bachelor of Arts)

Required Courses	Credit Hours
MGT 231	Principles of Management3
MKT 251	Principles of Marketing3
ECN 231	Macroeconomics3
ECN 232	Microeconomics3
ACC 221	Accounting I3
ACC 222	Accounting II3
BUS 211	Business Statistics3
BUS 341	Financial Management3
BUS 361	Business Law3
BUS 380	Internship6
MGT432	Strategic Management3
Upper level elective in:	
	Accounting, Business, Economics, Management, Marketing, or Computer3
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Total39	



**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 I3
ACC 222	Accounting II3
MGT 231	Principles of Management3
MKT 251	Principles of Marketing3
ECN 231	Macroeconomics3
ECN 232	Microeconomics3
BUS 211	Business Statistics3
BUS 361	Business Law3
BUS 341	Financial Management3
CSC 151	Hardware and Software Concepts3
CSC 121	Introduction to Programming4
CSC 221	Visual Basic3
CSC 325	Database Program Development3
CSC 332	Systems Analysis3
CSC 352	Data Communications3
MGT432	Strategic Management3
CSC 380	Internship3
One of the following:3
CSC 224	C++ Programming
CSC 380	Internship
CSC 431	Applied Software Project
CSC 480	Advanced Topics
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Total55	

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
Foreign Language (200 level - chosen from same language area)	6
MGT 231	Principles of Management3
MKT 251	Principles of Marketing3
ACC 221	Accounting I3
ACC 222	Accounting II3
ECN 231	Macroeconomics3
ECN 232	Microeconomics3
BUS 211	Business Statistics3
BUS 317	International Business3
BUS 361	Business Law3
BUS 380	Internship3
BUS 411	Cross-cultural Business3

MGT 432	Strategic Management	.3
BUS 341	Financial Management	.3
MKT 359	International Marketing	.3
Two of the following:		.6
BUS 380	Internship (additional)	
MGT 339	International Management	
ECN 335	International Economics	
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 Management3
MKT 251	Principles of Marketing3
ACC 221	Accounting I3
ACC 222	Accounting II3
ECN 231	Macroeconomics3
ECN 232	Microeconomics3
BUS 211	Business Statistics3
BUS 361	Business Law3
BUS 341	Financial Management3
MGT 332	Human Resources Management3
MGT 333	Production & Operations Management3
MGT 335	Administrative Behavior3
MGT 432	Strategic Management3
BUS 380	Internship6
Three of the following:9	
ACC 331	Cost Accounting
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
Total54	



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 Management3
MKT 251 Principles of Marketing3
ACC 221 Accounting I3
ACC 222 Accounting II3
ECN 231 Macroeconomics3
ECN 232 Microeconomics3
BUS 211 Business Statistics3
BUS 361 Business Law3
BUS 341 Financial Management3
MKT 350 Marketing Management3
MKT 452 Marketing Problems/Strategy3
MGT 432 Strategic Management3
BUS 380 Internship6
Four of the following:12

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

ACC 323	Cost Accounting
BUS 317	International Business
CSC 211	Desktop Publishing
MKT 352	Marketing Research
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 I4
(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 Management3
MKT 251	Principles of Marketing3
ACC 221	Accounting I3
ACC 222	Accounting II3
MKT 353	Marketing Communications3
ECN 231	Macroeconomics3
ECN 232	Microeconomics3
BUS 211	Business Statistics3
BUS 361	Business Law3
BUS 341	Financial Management3
MGT 432	Strategic Management3
BUS 380	Internship3
KIN 211	History and Principles of Physical Education3
KIN 215	Introduction to Sports Management3
KIN 422	Safety and the Law in Physical Education3
KIN 441	Organization and Administration3
Two of the following6	
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 435	International Management
MKT 350	Marketing Management
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Total54	

Minors

ACCOUNTING MINOR

Required Courses	Credit Hours
ACC 321	Intermediate Accounting I3
ACC 322	Intermediate Accounting II3
ACC 331	Cost Accounting3
ACC 327	Taxation3
One of the following:3	
ACC 421	Advanced Accounting
BUS 380	Internship
ACC 423	Auditing3
CSC 332	Systems Analysis3
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Total21	



BUSINESS ADMINISTRATION MINOR

Required Courses	Credit Hours
ACC 221 Accounting I3
ACC 222 Accounting II3
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, Management, Marketing, Economics or Computer6
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Total18

COMPUTER INFORMATION SYSTEMS MINOR

Required Courses	Credit Hours
CSC 151 Hardware and Software Concepts3
CSC 121 Introduction to Programming4
CSC 221 Visual Basic3
CSC 325 Database Program Development3
CSC 332 Systems Analysis3
Upper level electives in Computer Information Systems6
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Total22

ECONOMICS MINOR

Required Courses	Credit Hours
BUS 211 Business Statistics3
ECN 231 Macroeconomics3
ECN 232 Microeconomics3
ECN 321 Intermediate Microeconomics3
ECN 335 International Economics3
Two of the following6
ECN 331 Research in Economics	
ECN 460 Entertainment Industry Economics	
BUS 380 Internship (in economics)	
BUS 470 Directed Readings (in economics)	
BUS 490 Independent Study (in economics)	
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Total21

INTERNATIONAL BUSINESS MINOR

Required Courses		Credit Hours
Foreign Language (200 level)3
MGT 231	Principles of Management3
MKT 251	Principles of Marketing3
BUS 317	International Business3
BUS 411	Cross-cultural Business3
MGT 339	International Management3
MKT 359	International Marketing3
		Total
	21

MANAGEMENT MINOR

Required Courses		Credit Hours
ACC 221	Accounting I3
ACC 222	Accounting II3
MGT 231	Principles of Management3
MGT 335	Administrative Behavior3
Three of the following:9
ACC 331	Cost Accounting	
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 Marketing3
MKT 350	Marketing Management3
MKT 452	Marketing Problems/Strategy3
Four of the following12
BUS 317	International Business	
MKT 352	Marketing Research	
MKT 353	Marketing Communications	
MKT 355	Retailing	
MKT 357	Consumer Behavior	
MKT 358	Sales Management	
MKT 359	International Marketing	
		Total
	21



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 335 International Economics 3/4
 A detailed study of international trade and finance with both macro and micro applications. Topics include balance of payments, foreign exchange markets, and the development of international economic institutions and the world economy.
 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.

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.



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 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 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 and MAT 131 or permission.
- CSC 280 Topics in Computing 1-3/6**
- 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 331 Numerical Analysis 3/6**
 The numerical solution of nonlinear equations, ordinary differential equations, and systems of linear equations. Numerical approximation of functions, derivatives, and integrals. The analysis of errors. Introduction to writing efficient and reliable numerical software. Prerequisite: CSC 121 and MAT 132, and MAT 241 or permission
- 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 400 History of the Mathematical Sciences (MAT 400) 3/6**
 The development of the mathematical sciences historically and logically. Examines their influences on modern western culture, as well as major vocational issues and trends from a Christian worldview. Project portfolio requires research, problem solving, and exposition, demonstrating technical competence and personal Christian philosophy. Prerequisites: CSC 231, MAT 131 or 243, and on additional upper-level CSC course.

- CSC 421 Principles of Programming Languages 3/6**
 A survey of the properties of various programming languages, as an introduction to the general principles of programming language design and implementation. Topics include a study of language syntax (e.g.. lexical properties and parsing), language processors (compilers, interpreters, and direct execution), language representations (e.g.. data and control structures, binding, and semantic models), and language styles (procedural, functional, object, logic, and modular programming). Prerequisite: CSC 231 and proficiency in at least 2 approved programming languages.
- CSC 423 Compiler Construction 3/6**
 Principles and practice of constructing translators for programming languages including topics such as lexical and syntactic analysis, formal grammar, symbol tables, and optimization. Substantial programming projects in compiler construction are required. Prerequisite: CSC 231 Data Structures
- 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 435 Theory of Computing 3/6**
 Theoretical principles of formal languages, automata, computability, and computational complexity. Selected topics such as finite and pushdown automata, regular expressions, context-free grammar, Turing machines, the halting problem, NP-completeness, and related topics will be included. Prerequisite: MAT 131 or 243, CSC 231.
- 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. 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.



