

# Business

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## DIVISION



Michael L. Young, D.B.A.  
*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 Science (B.S.)

### 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  
Organizational Leadership  
Public Relations  
Sports Management

## Faculty

**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

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

Degree information for the Bachelor of Science degree along with major and minor listings by division can be found in the catalog section entitled Degree Information.

**General Education Core** requirements for the Bachelor of Science degree are listed in the Degree Information section (see page 55).

**ACCOUNTING MAJOR** (Bachelor of Science)

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

Most 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.S. 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.

<b>Required Courses</b>		<b>Credit Hours</b>
ACC-221	Accounting I	3
ACC-222	Accounting II	3
ACC-321	Intermediate Accounting I	3
ACC-322	Intermediate Accounting II	3
BUS-213	Business Communications	3
MGT-231	Principles of Management	3
MKT-251	Principles of Marketing	3
CSC-116	Introduction to Data Management	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
ACC-380	Internship	3
Total		60

**ACCOUNTING MINOR**

<b>Required Courses</b>		<b>Credit Hours</b>
ACC-221	Accounting I	3
ACC-222	Accounting II	3
ACC-321	Intermediate Accounting I	3
Four courses from the following:		12
ACC-421	Advanced Accounting	
ACC-322	Intermediate Accounting II	
ACC-331	Cost Accounting	
ACC-327	Taxation	
ACC-423	Auditing	
CSC-332	Systems Analysis	
Total		21

**BUSINESS ADMINISTRATION MAJOR** (Bachelor of Science)

<b>Required Courses</b>		<b>Credit Hours</b>
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	3
MGT-432	Strategic Management	3
Two upper level electives in:		
	Accounting, Business, Economics, Finance, Management, Marketing, or Computer Information Systems.	6
Total		42

### 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	
Two upper level electives in Accounting, Business, Finance, Management, Marketing, Economics or Computer		6
Total		18

### BUSINESS MAJOR – COMPUTER INFORMATION SYSTEMS EMPHASIS (Bachelor of Science)

*Students selecting 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-213	Business Communications	3
BUS-211	Business Statistics	3
BUS-361	Business Law	3
FIN-341	Principles of Finance	3
CSC-116	Introduction to Data Management	3
CSC-121	Introduction to Programming	4
CSC-151	Hardware and Software Concepts	3
CSC-221	Visual Basic	3
CSC-332	Systems Analysis	3
MGT-432	Strategic Management	3
CSC 380	Internship	3
Two of the following:		3
MGT-336	Project Management	
CSC-222	Introduction to Web Development	
CSC-224	C++ Programming	
CSC-280	Topics in Computing	
CSC-431	Applied Software Project	
CSC-480	Advanced Topics	
Total		58

### COMPUTER INFORMATION SYSTEMS MINOR

Required Courses		Credit Hours
CSC-116	Introduction to Data Management	3
CSC-121	Introduction to Programming	4
CSC-151	Hardware and Software Concepts	3
CSC-221	Visual Basic	3
CSC-332	Systems Analysis	3

Two of the following: .....		6
	MGT-336 Project Management	
	CSC-222 Introduction to Web Development	
	CSC-224 C + + Programming	
	CSC-280 Topics in Computing	
	CSC-480 Advanced Topics	
	Total .....	22

**ECONOMICS MINOR**

<b>Required Courses</b>		<b>Credit Hours</b>
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-241 Personal Finance	
	ECN-331 Research in Economics	
	ECN-334 Money & Banking	
	ECN-460 Entertainment Industry Economics	
	ECN-380 Internship (in economics)	
	BUS-241 Personal Finance	
	BUS-470 Directed Readings (in economics)	
	BUS-490 Independent Study (in economics)	
	Total .....	21

**BUSINESS MAJOR – FINANCE EMPHASIS** (Bachelor of Science)

*Students selecting a business major with a finance emphasis are not required to complete a minor.*

<b>Required Courses</b>		<b>Credit Hours</b>
ACC-221	Accounting I .....	3
ACC-222	Accounting II .....	3
BUS-211	Business Statistics .....	3
BUS-213	Business Communication .....	3
ECN-231	Macroeconomics .....	3
ECN-232	Microeconomics .....	3
ECN-334	Money & Banking .....	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
	FIN-372 Securities Brokerage	
	FIN-373 Real Estate Management & Investment	
	FIN-374 Insurance and Risk Management	
	FIN-376 Management of Financial Institutions	
	ECN-321 Intermediate Microeconomics	
	ECN-335 International Economics	
	MGT-337 Entrepreneurship	
	MKT-353 Marketing Communications	
	Total .....	60

**FINANCE MINOR**

<b>Required Courses</b>		<b>Credit Hours</b>
ECN-334	Money & Banking .....	3
FIN-341	Principles of Finance .....	3
FIN-342	Corporate Finance .....	3

FIN-371	Investments	3
Three of the following		9
FIN-372	Securities Brokerage	
FIN-373	Real Estate Management & Investment	
FIN-374	Insurance and Risk Management	
FIN-376	Management of Financial Institutions	
ECN-321	Intermediate Microeconomics	
ECN-335	International Economics	
Total		21

**BUSINESS MAJOR – INTERNATIONAL BUSINESS EMPHASIS** (Bachelor of Science)

*Students selecting a business major with an international business emphasis are not required to complete a minor.*

<b>Required Courses</b>		<b>Credit Hours</b>
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-213	Business Communications	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-215	International Business Experience	
BUS-380	Internship (additional)	
COM-311	Inter-Cultural Communication	
IDS-210	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)	
	CCCU International Studies	
	International Business Institute	
Total		57

**INTERNATIONAL BUSINESS MINOR**

<b>Required Courses</b>		<b>Credit Hours</b>
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

**BUSINESS MAJOR - MANAGEMENT EMPHASIS** (Bachelor of Science)

*Students selecting a business major with a management emphasis are not required to complete a minor.*

<b>Required Courses</b>		<b>Credit Hours</b>
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-213	Business Communications . . . . .	3
BUS-361	Business Law . . . . .	3
FIN-341	Principles of Finance . . . . .	3
MGT-332	Human Resources Management . . . . .	3
MGT-333	Operations Management . . . . .	3
MGT-335	Organizational Behavior . . . . .	3
MGT-336	Project Management . . . . .	3
MGT-432	Strategic Management . . . . .	3
MGT-380	Internship . . . . .	3
Three of the following:	. . . . .	9
ACC-331	Cost Accounting	
BUS-317	International Business	
BUS-337	Quantitative Methods/Quality Control	
CSC-116	Introduction to Data Management	
ECN-321	Intermediate Microeconomics	
MGT-238	Principles of Leadership	
MGT-334	Purchasing Procedures	
MGT-337	Entrepreneurship	
MGT-338	Advanced Leadership Studies	
MGT-339	International Management	
MGT-434	Organizational Theory, Development and Change	
KIN-215	Intro. to Sports Management	
Total . . . . .		57

**MANAGEMENT MINOR**

<b>Required Courses</b>	<b>Credit Hours</b>	
ACC-221	Accounting I . . . . .	3
ACC-222	Accounting II . . . . .	3
MGT-231	Principles of Management . . . . .	3
MGT-335	Organizational Behavior . . . . .	3
Three of the following:	. . . . .	9
ACC-331	Cost Accounting	
BUS-213	Business Communication	
MGT-336	Project Management	
BUS-337	Quantitative Methods & Quality Control	
MGT-238	Principles of Leadership	
MGT-332	Human Resources Management	
MGT-333	Operations Management	
MGT-334	Purchasing Procedures	
MGT-337	Entrepreneurship	
MGT-338	Advanced Leadership Studies	
MGT-339	International Management	
MGT-380	Internship (maximum of 3 credits)	
KIN-215	Intro. to Sports Management	
Total . . . . .		21

**BUSINESS MAJOR – MARKETING EMPHASIS** (Bachelor of Science)

*Students selecting a business major with a marketing emphasis are not required to complete a minor.*

<b>Required Courses</b>	<b>Credit Hours</b>	
MGT-231	Principles of Management . . . . .	3
MKT-251	Principles of Marketing . . . . .	3
ACC-221	Accounting I . . . . .	3
ACC-222	Accounting II . . . . .	3
BUS-213	Business Communication . . . . .	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-353	Marketing Communication	3
MKT-452	Marketing Problems/Strategy	3
MGT-432	Strategic Management	3
MKT-380	Internship	3
Three of the following:		9
MGT-337	Entrepreneuership	
MKT-355	Retailing	
MKT-357	Consumer Behavior	
MKT-358	Sales Management	
MKT-359	International Marketing	
COM-361	Advertising Practices	
Total		57

### 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	
COM-262	Advertising Principles	
COM-361	Advertising Practices	
MKT-353	Marketing Communications	
MKT-355	Retailing	
MKT-357	Consumer Behavior	
MKT-358	Sales Management	
MKT-359	International Marketing	
Total		21

### ORGANIZATIONAL LEADERSHIP MINOR

Required Courses		Credit Hours
MGT-238	Principles of Leadership	3
MGT-338	Advanced Leadership Studies	3
COM-322	Advanced Public Speaking	3
MGT-100	Leadership In Culture	2
MGT-270	Leadership Readings	1
Three of the following:		9
Organizational Development Track*:		
MGT-231	Principles of Management	
MGT-335	Organizational Behavior	
MGT-434	Organizational Development & Change	
Leadership Communication Track*:		
COM-212	Interpersonal Communication	
COM-321	Group Communication	
COM-326	Organizational Communication	
Total		21

\* Concentrations: Choosing the three electives in either organizational development track or leadership communications track will result in a concentration which will be identified on the student transcript.

### PUBLIC RELATIONS MINOR

Required Courses		Credit Hours
JRN-201	News Writing and Reporting	3
COM-161	Introduction to Public Relations	3
COM-262	Advertising Principles	3

COM-369	Communication Research Methods	3
COM-362	Public Relations Campaigns	3
One of the following:		3
COM-361	Advertising Practices	
COM-363	Media Relations	
COM-364	Special Events and Promotions	
COM-365	Writing for Public Relations	
Total		18

**BUSINESS MAJOR – SPORTS MANAGEMENT EMPHASIS** (Bachelor of Science)

*Students selecting a business major with a sports management emphasis are not required to complete a minor.*

**General Education Core Exception – Required Course**

BIO-241	Anatomy & Physiology I (fulfills lab science)	4
<b>Required Courses</b>		<b>Credit Hours</b>
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-213	Business Communications	3
BUS-361	Business Law	3
FIN-341	Principles of Finance	3
MGT-432	Strategic Management	3
MGT-380	Internship	3
KIN-215	Introduction to Sports Management	3
KIN-422	Safety and the Law in Physical Education	3
KIN-441	Organization and Administration	3
Four of the following		12
BUS-317	International Business	
MGT-332	Human Resources Management	
MGT-335	Organizational Behavior	
MGT-238	Principles of Leadership	
MGT-337	Entrepreneurship	
MGT-338	Advanced Leadership Studies	
MGT-339	International Management	
MKT-350	Marketing Management	
Total		57

**SPORTS MANAGEMENT MINOR**

<b>Required Courses</b>		<b>Credit Hours</b>
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	3
Two of the following		6
MGT-332	Human Resources Management	
MGT-238	Principles of Leadership	
MKT-353	Marketing Communications	
MGT-380	Internship (must be Sports Management related)	
KIN-422	Safety and the Law in Physical Education	
KIN-441	Organization and Administration	

## Course Descriptions

### Department Level/Course Name

### Credits/Frequency

(See page 58 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-380 Internship** **1-6/1**  
 This course will be aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in accounting. Prerequisite: Permission of internship instructor. See page 40 for internship requirements.
- 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-212.
- BUS-215 International Business Experience** **3/2**  
 This course provides opportunity for participants to acquire a hands-on overview of global business challenges and opportunities.

With experienced faculty and practitioner as guides, participants will tour selected country firms and organizations and visit with industry executives with the purpose of exploring country-specific business practices and cultures.

**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 MGT-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**  
This course will be aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations. Prerequisite: Permission of internship instructor. See page 40 for internship requirements.

**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**

## COMPUTER INFORMATION SYSTEMS

**CSC-112 Introduction to Spreadsheets** **1/6**  
An understanding of spreadsheets and their use in financial applications.

**CSC-113 Intermediate Spreadsheets** **1/6**  
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-116 Introduction to Data Management** **3/2**  
This course is an introduction to the application programs of Excel and Access and their use in managing data. Data management, security and design issues are discussed.

**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-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-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-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. See page 40 for internship requirements.

**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-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.

## **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 Managerial Economics 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-380 Internship 1-6/1**  
This course will be aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in economics. Prerequisite: Permission of internship instructor. See page 40 for internship requirements.

**ECN-460 Entertainment Industries Economics 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.

**ECN-480 Advanced Topics 1-3/1**

## 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-374 Insurance and Risk Management 3/4**  
This course will focus on the basic principles of insurance and risk management. Topics include personal and business insurance vehicles, business exposure, types of coverage and minimizing risk. 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 aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in finance. Prerequisite: Permission of internship instructor. See page 40 for internship requirements.

## MANAGEMENT

**MGT-100 Leadership In Culture 2/1**

This course creates a foundational understanding of and vision for the student's leadership development. Through learning

activities, the student will learn about themselves and how to work with a group of other students to the end of creating positive social change.

**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-270 Readings In Leadership** **1/1**  
This is primarily a readings course, which requires the student to read leadership literature, interview a leader, and write a personal philosophy of leadership. In these activities, the student will analyze, synthesize, and evaluate findings.

**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 Operations Management** **3/4**  
This course is a survey of operations management and will focus on the systematic planning, design and operation of processes required for the production of goods and services. This course covers operations, management tools, quality issues and process reengineering. 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 Organizational 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-336 Project Management** **3/4**  
This course will examine key factors related to successful completion of large or complex projects. It will emphasize project planning, organization, selection, budgeting, controlling, termination, building and leading teams. Prior spreadsheet knowledge is expected. Prerequisite: MGT-231

**MGT-337 Entrepreneurship** **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-380 Internship** **1-6/1**  
This course will be aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in management or sports management. Prerequisite: Permission of internship instructor. See page 40 for internship requirements.

**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

**MGT-434 Organizational Theory, Development and Change** **3/2**

This course focuses on organizational theory with a special emphasis on the organizational development cycle and change management techniques. Prerequisites: MGT-231, MGT-335

## **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** **3/4**  
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-380 Internship** **1-6/1**  
This course will be aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in marketing. Prerequisite: Permission of internship instructor. See page 59 for internship requirements.
- 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





