Business

Department Goals

This department offers a four-year major in business designed to prepare students for careers in areas such as government, corporate industry, small business, and Christian and secular non-profit organizations. Students may use departmental elective hours to gain some optional specialization in an accounting concentration or approved economics courses. Students with a major other than in business may minor in business.

The department also offers an Associate of Arts degree in business, requiring two years of study. This degree enables candidates to qualify for various entry-level employment opportunities or to proceed to the regular four-year degree program.

Emphasis in all programs is placed on the development of a Christian worldview as it applies to the business dimensions of the created order. Requirements for the various programs are presented below. Departmental materials giving more specific guidance are made available in the academic advising process.

Requirements for Major in Business

The core and distribution requirements for a major in business are those listed for baccalaureate degrees on page 22, with exception to mathematics (4 hours) which is incorporated into the major.
Core requirements ............................................................... 57
Electives .............................................................................. 15

Major and Supporting Course Requirements

ACC 201. Principles of Accounting I ................................... 3
ACC 202. Principles of Accounting II ................................. 3
BUS 300. Principles of Management ................................. 3
BUS 310. Business Research Paper ‘S’ .............................. 1
BUS 345. Business Law ...................................................... 3
BUS 400. Strategic Management ‘S’ ................................. 3
BUS 492. Senior Integration Paper in Business ................. 2
Twelve units 300-400 level, accounting, business, finance, marketing, approved economics, or ICS 240 ........... 12
ECO 201. Principles of Macroeconomics .......................... 3
ECO 202. Principles of Microeconomics ............................ 4
FIN 340. Principles of Finance ........................................... 3
MAT 144. Finite Mathematics ............................................ 4
MKT 300. Principles of Marketing ..................................... 3
STA 251. Elementary Statistical Methods ........................... 4

One of the following courses:
BIB 371. Christian Ethics, BUS 350. Business Ethics Seminar, or PHI 301. Philosophical and Biblical Ethics ... 3

Major requirements subtotal ........................................... 54
Total .............................................................................. 126

Requirements for Concentrations and Minors

Minor in Business

ACC 201. Principles of Accounting I ................................... 3
ACC 202. Principles of Accounting II or upper-division business elective .................................................. 3
BUS 300. Principles of Management ................................. 3
BUS 345. Business Law ...................................................... 3
ECO 202. Principles of Microeconomics ............................ 4
MKT 300. Principles of Marketing ..................................... 3
Total .............................................................................. 19

Concentration in Accounting

ACC 201. Principles of Accounting I ................................. 3
ACC 202. Principles of Accounting II ................................. 3
ACC 301. Intermediate Accounting I ................................. 3
ACC 302. Intermediate Accounting II ............................... 3
ACC 305. Cost Accounting ............................................... 3
ACC 310. Accounting Information Systems ......................... 3
ACC 405. Principles of Taxation ........................................ 3
ACC 410. Auditing ............................................................. 3
Total .............................................................................. 24

Concentration in Finance

ACC 301. Intermediate Accounting I ................................. 3
ECO 405. Money and Banking .......................................... 3
FIN 340. Principles of Finance .......................................... 3
FIN 345. Corporate Financial Management ........................ 3
FIN 350. Investments ......................................................... 3
Total .............................................................................. 15

Please consult course descriptions regarding prerequisites.
Requirements for Associate of Arts Degree in Business

Core Requirements
(for details see page 26)
Old Testament ............................................................... 3
New Testament ............................................................. 3
English Composition .................................................... 3
Laboratory Science ....................................................... 4
The Christian Mind ....................................................... 2
Finite Mathematics ........................................................ 4
Cultural Heritage of the West, II .................................... 6
Art and Music in the Cultural Heritage of the West .......... 2
Twentieth-Century World History .................................. 3
Physical Education 151-152 ......................................... 3
Social Science Elective ................................................ 3
Core subtotal ................................................................. 36

Area of Concentration
ACC 201. Principles of Accounting I .................................. 3
ACC 202. Principles of Accounting II ................................. 3
BUS 300. Principles of Management .................................. 3
BUS 345. Business Research Paper ................................... 1
ECO 201. Principles of Macroeconomics .......................... 3
ECO 202. Principles of Macroeconomics .......................... 4
FIN 305. Principles of Taxation ........................................ 3
ICS. 121. Microcomputer Applications .............................. 3
MKT 300. Principles of Marketing ..................................... 3
Concentration subtotal ............................................... 29
Grand total .................................................................... 65

Accounting Courses

201. Principles of Accounting I
A study of the fundamental principles of financial accounting as applied to proprietorships and partnerships. Coverage includes the theory of debits and credits, the accounting cycle, income statement and balance sheet presentation, special journals, accounting for service and merchandising enterprises, cash, receivables, inventories, temporary investments, plant assets, payroll, notes payable, other current liabilities, and intangible assets. Three units.

202. Principles of Accounting II
A continuation of ACC 201 with treatment extended to corporations. Coverage includes stockholders’ equity, long-term liabilities, time value of money concepts, long-term investments, statement of cash flows, and financial statement analysis. Introduction to cost/managerial accounting including job order and process costing in the manufacturing environment, budgeting, standard costs and variance analysis, cost-volume-profit relationships, cost allocation, differential analysis, capital expenditure analysis, and managerial control and decision making. Prerequisite: ACC 201 and MAT 144. Three units.

301. Intermediate Accounting I
This course begins with a review of the accounting cycle at the introductory level and progresses to more rigorous levels of financial accounting. Emphasis is on in-depth treatment of the measurement of the elements of the balance sheet and income statement; consideration of the conceptual framework of accounting theory and the authoritative literature; further treatment of time value of money concepts. Prerequisite: ACC 202. Three units.

302. Intermediate Accounting II
A continuation of ACC 301. Special topics include leases, pensions, financial reporting of income taxes, accounting changes and error analysis, statement of cash flows, earnings per share, accounting for changing prices, and financial statement analysis. Prerequisite: ACC 301. Three units.

305. Cost Accounting
A more rigorous treatment of the cost/managerial material covered in ACC 202. The development of cost accounting systems primarily in the manufacturing environment to facilitate the assignment of costs to finished units of product. The use of accounting information by management in planning, controlling, and decision making. Topics include cost definition and behavior concepts, job-order and process costing, special cost allocation methods, budgeting, standard costing and variance analysis, variable vs. full absorption costing, profit planning using cost-volume-profit relationships, non-routine decisions, and performance evaluation. Prerequisite: ACC 202. Three units.

310. Accounting Information Systems
A study of accounting information systems and their role in the organization. Topics include systems analysis and design, the fundamentals of the use of computer technology, controls over computer-based systems, and selected applications. Three units.

405. Principles of Taxation
Covers the principles of federal income taxation as they are applied primarily to individuals and corporations. Some limited coverage given to partnerships, estates, and trusts. Emphasis is given to the conceptual foundations with some treatment of compliance and procedures. Prerequisite: ACC 202. Three units.
410. Auditing
A course covering the fundamentals of the attest function performed by the professional accountant. Emphasis is on topics related to public accounting such as professional standards and ethics, legal liability, evidence, internal control, and reports of financial statements. Brief coverage is given to the internal audit functions. Prerequisite: ACC 301. Three units.

411. Accounting Internship
This course allows students to earn a specific number of academic credits for evaluating work experience in light of concepts and techniques taught in college classes, texts, and publications. Upon registration, a contract must be signed by the student, a faculty evaluator, and an employer specifying a minimum number of hours to be worked on meaningful projects, an employer evaluation at the conclusion of the intern’s work, a log of activities, and a paper which makes conceptual connections between coursework and the field experience. Prerequisite: ACC 201, 202, 301. One to three units.

490. Independent Study
Directed studies in accounting topics for juniors and seniors. Students must develop a course proposal and obtain a formal agreement from a department faculty member.

499. Selected Topics
Course content to be determined by special student needs. Prerequisite: permission of instructor.

**Business Courses**

300. Principles of Management
Covers the concepts, issues, terminology, and practices of contemporary management in a global community. Contributions from organizational experience, theory, and research are examined as they relate to understanding, predicting, and controlling business outcomes. Prerequisite: ENG 111, 252; MAT 144; STA 251; ACC 201, 202; ECO 201, 202; Junior standing. Three units.

310. Business Research Paper
This course is for business majors and must be taken with one of the three principles courses: BUS 300, MKT 300 or FIN 340. The purpose of this course is to help students learn how to do careful academic research in the field of business and write clearly on a technical topic. One unit. ‘S’ ‘W’

320. Human Resource Management
Emphasizes the importance of employees to successful achievement of organizational goals. Current practices in areas such as employment, training, compensation, health and safety, and employee relations are examined in light of the latest theory and research. Prerequisite: BUS 300. Three units.

321. Labor Relations
A contemporary analysis of the union-management relationship in both business and non-business organizations. Topics include labor history, organizing activities, collective bargaining, agreement administration, discipline, alternative dispute resolution, and labor-management cooperation. In addition there is a collective bargaining or labor arbitration simulation component. Prerequisite: BUS 300. Three units.

322. Legal Environment of Employment
Taught from a compliance management perspective, this course exposes students to the legislation and common law that impact the highly regulated employer-employee relationship. Prerequisite: BUS 300. Three units.

323. Compensation
Students will learn the theory and contemporary practices utilized by sophisticated employers to determine employee pay. Through exercises, students will develop skills in techniques like those used to determine pay scales, pay ranges and level of benefits. Prerequisite: BUS 320. Three units.

330. Entrepreneurship
From a Christian perspective, this course focuses on all aspects of starting a business: one’s motivation and objectives, selecting promising ideas, beginning new ventures, and obtaining initial financing. Practical issues will include: where to get ideas, how ventures are begun, what resources you need for start-ups, how to evaluate proposals, and anticipating legal and tax implications. In teams, students will develop a business plan. Three credits.

333. Small Business Management
Students will learn the intricacies and complexities of owning and/or managing a small business in the current American and global business environment. Prerequisite: BUS 300. Three units.

344. Organizational Behavior
Emphasizes the practical application of behavioral science theory and research to organizations. Topical areas include motivation, reward systems, leadership, social influence, group dynamics, and organization change. Prerequisite: BUS 300. Three units.

345. Business Law
An introductory course in the applied principles of business law, based on a case study of contracts, negotiable instruments, agency, sales, bailments, and the transfer of real and personal property by individuals, partnerships and corporations. Prerequisite: BUS 300. Three units.
350. Business Ethics Seminar
Conceptual approaches to ethics will be critically evaluated including a self-consciously Christian approach. Contemporary articles about business ethical issues will also be discussed. Students will develop their own responses to a series of cases that raise typical ethical issues encountered in business. Prerequisite: BUS 300. Three units.

375. Negotiation and Dispute Resolution
A review of the theory and processes of negotiation as it is practiced in a variety of settings. The course is designed to be relevant to the broad spectrum of negotiation problems that are faced by the manager and professional. The course will allow the students to develop a broad array of negotiation skills experientially and to understand negotiations in useful analytical frameworks. Considerable emphasis will be placed on simulations, role playing and cases. Three units.

400. Strategic Management
As a capstone to the business program, this course concentrates on integration of the business disciplines through lectures and cases in business from diverse industries. Strategic issues faced by organizations are comprehensively analyzed including their ethical dimensions. Prerequisite: BUS 300, 345; FIN 340; MKT 300; Senior standing. Three units. ‘S’ ‘W’

411. Business Internship
This course allows students to earn a specific number of academic credits for evaluating work experience in light of concepts and techniques taught in college classes, texts, and publications. Upon registration, a contract must be signed by the student, a faculty evaluator, and an employer specifying a minimum number of hours to be worked on meaningful projects, an employer evaluation at the conclusion of the intern’s work, a log of activities, and a paper which makes conceptual connections between coursework and the field experience. Prerequisites: ACC 201; ECO 202; BUS 300; MKT 300 and senior class standing. One to three units.

490. Independent Study
Directed studies in business topics for juniors and seniors. Students must develop a course proposal and obtain formal agreement from a department faculty member. Prerequisite: BUS major. Two or three units.

492. Senior Integration Paper in Business
An independent study required of all students majoring in business. The student will explore and analyze a topic related to the student’s area of interest in business in the light of Christian philosophy. The study will ordinarily result in a written thesis and an oral examination. Prerequisite: BUS 350 or BIB 371 or PHI 301. Two units.

499. Selected Topics
Course content will be determined by the department. Three units.

Finance Courses

210. Personal Finance
A survey of personal financial strategies such as financial planning, investments, insurance, budgeting, cash flow management, and proper borrowing practices used throughout an individual’s life cycle will be considered. The course will consider these topics in light of a variety of Christian perspectives. In addition to textbook material, students will engage in a variety of experiential exercises, review contemporary material, and meet with professionals on many of the topics covered. This course may not be taken as a business elective. Three units.

340. Principles of Finance
A survey of the field of financial management including the financial marketplace, performance evaluation, determinants of securities valuation, risk and return analysis, capital investment decisions, and cost of capital. Prerequisite: BUS 300. Three units.

345. Corporate Financial Management
This course is the second in a survey of the field of financial management. Broad topic areas include capital structure and dividend policy, working capital management and financial forecasting, and advanced topics in financial management. Prerequisite: FIN 340. Three units.

350. Investments
A course exploring the environment in which investment alternatives are available, the analysis and valuation of securities, the management of risk in the investment process, portfolio theory, asset pricing models, and the construction and management of investment portfolios. Prerequisite: FIN 340. Three units.

490. Independent Study
Directed studies in finance topics for juniors and seniors. Students must develop a course proposal and obtain formal agreement from a department faculty member. Two or three units.

499. Selected Topics
Course content will be determined by the department. Three units.
Marketing Courses

300. Principles of Marketing
The study of consumer and industrial markets and the formulation of marketing policies and strategies relating to product, price, channels of distribution and promotion are stressed. The course seeks to explore fashion and life cycles and consumer behavior as well as the legal and institutional environment of marketing. Prerequisite: ENG 111, 252; ICS 121, MAT 144, STA 251, ACC 201, 202; ECO 201, 202; junior standing. Three units.

331. Retailing
A study of retailing in today’s business environment. Retail store organization and operation are studied. Store location and layout, organizational structure, employee supervision, customer services and merchandising techniques are emphasized. Prerequisite: MKT 300. Three units.

332. Consumer Behavior
An analysis of consumer motivation, purchase decisions, market adjustment, and product innovation, including a survey of related explanatory theories. Prerequisite: MKT 300. Three units.

335. Promotion
A study of the dimensions of promotional marketing, including advertising, personal selling, public relations, and sales promotion. Prerequisite: MKT 300. Three units.

336. Principles of Transportation/Distribution
A study of the marketing characteristics and regulatory problems of transporting by rail, motor, air, and water. Prerequisite: MKT 300. Three units.

410. Marketing Research
A course designed to give students a basic understanding of the value and techniques of marketing research. Prerequisite: MKT 300. Three units.

415. Marketing Management
An integrative course of a student’s knowledge of markets and marketing programs from the market manager’s point of view. Prerequisite: MKT 300 and six additional credit hours in marketing or permission of the instructor. Three units.

499. Selected Topics
Course content determined by special student needs. Prerequisite: permission of instructor.