

# Department of Business



GRACE COLLEGE & GRACE THEOLOGICAL  
SEMINARY CATALOG 2024-2025

# Department of Business

## Faculty

### Full-time Instructors:

Jeffrey K. Fawcett, D.B.A., Dean

Melissa Chappell, M.B.A., Chair, Business Department

Danielle Deal, M.B.A., C.P.A., Roger Stichter Endowed Chair of Accounting

Richard Koontz, D.B.A.

Heidi Miller, M.B.A.

Thomas Pycraft, Jr., J.D.

Roger Stichter, D.B.A., C.P.A.

### Part-time Instructors:

Norman Bakhit, M.A.

Paul Finley, M.B.A.

Brad Stamm, Ph.D.

## PURPOSE

Creating an experiential learning environment that inspires students to embrace biblically based ethical character, develop professional competence, and demonstrate active service where they live and work. This statement of purpose summarizes the department's philosophy in carrying out Grace College's mission and educational values. This should be evident through high academic standards, an emphasis on practical workplace experiences, and the application of Scripture to all aspects of life including business.

## VALUES DRIVEN CURRICULUM

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

1. The first and most important value is holding a **biblical worldview held as a foundational presupposition**. Presuppositions are beliefs over which no other can take precedence. As part of a Christian Liberal Arts institution, the content of Scripture serves as our ultimate presupposition.
2. That foundation leads us to behave organizationally and personally as people of high moral **character** represented by integrity. Integrity can best be described as living in accordance with your deepest values.
3. Living a life of integrity provides us with a perfect platform to gain and demonstrate **disciplinary competency**. We strive to assist our students in the acquisition of the skills they need to perform their future jobs with accuracy and efficiency.

4. When focused properly, disciplinary competency provides a way for us to **serve others**. We serve others by creating value for them, not just doing something. Serving others can include fellow students, the on-campus community and the greater community around Grace College in Winona Lake and Warsaw, Indiana.
5. Finally, the reason for all our actions is ultimately to **bring glory to God**. That is the highest value and the motivating achievement for all we do in the GCSB.

## **PROGRAM LEARNING OUTCOMES**

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

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

## **DEPARTMENTAL MAJORS**

### **BACHELOR OF SCIENCE or BACHELOR OF ARTS**

#### **COMMON PROFESSIONAL COMPONENTS**

BUS1010 Foundations of Business  
ACC2110 Financial Accounting  
ACC2120 Managerial Accounting  
MKT2150 Marketing Principles  
MGT2430 Principles of Management  
BUS2230 Economics  
BUS3050 Business Spreadsheet Applications  
BUS3130 Business Law I  
MGT3450 Introduction to Data Analytics  
MGT3480 Operations & Production Management  
BUS3570 Fundamentals of International Business  
FIN3240 Corporate Finance  
BUS4220 Biblical Basis of Business  
BUS4800 Senior Seminar in Management

In addition to the Common Professional Components, the degree candidate must choose one of the following majors to complete the degree program. The Business Administration major allows for customized selection of the final 21 credit hours for students with special situations or preparation in mind.

#### **ACCOUNTING**

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

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

**CPA Exam Business Analysis & Reporting (BAR)**

ACC4420 Advanced Managerial Accounting

**CPA Exam Tax Compliance & Planning Track (TCP)**

ACC4530 Tax Compliance & Planning

ACC3270 Financial Planning

Required Internship or Practicum (minimum 3 credit hours)

*Choose from the following:*

ACC4930 Accounting Internship (3 credits)

ACC4980 Accounting Internship (Second 3-hr Intern)

ACC4940 Accounting Internship (4 credits)

ACC4950 Accounting Internship (5 credits)

ACC4990 Accounting Internship (9 credits)

**BUSINESS ADMINISTRATION**

Twenty-one hours of electives within the School of Business.

(Any ACC, BUS, FIN, ISM, MGT, MKT, or SMT classes)

Required Internship or Practicum (minimum 3 credit hours)

BUS4730 Business Practicum (3 credits)

OR

BUS4930 Business Internship (3 credits)

**BUSINESS EDUCATION**

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

Students also take the following professional education courses required by the Department of Teacher Education:

**Education Core Courses (33 credits)**

SED1000 Teaching School in America

SED2200 The School Age Child

SED2210 Responsive and Differentiated Instruction

SED2400 Teaching Exceptional Learners

SED2500 Teaching in a Pluralistic Society

SED2600 Teaching and Learning

SED3800 Classroom Assessment & Learning Environment

SED4700 The Moral Practitioner

SED4900 Student Teaching & Seminar (9 credits – counts as “internship”)

**Secondary Education Courses (6 credits)**

SED3600 Teaching in the Middle & High School

SED4610 Methods of Teaching Secondary Business

**ENTREPRENEURIAL MANAGEMENT**

BUS2750 Entrepreneurship & Service Practicum

BUS3260 Small Business Entrepreneurship

BUS3510 Innovation & Design for Business

BUS3600 Business Plan Competition Practicum

MGT4240 Human Resources Management  
FIN3350 Entrepreneurial Finance  
MKT4190 Sales & Sales Management

Required Internship or Practicum (minimum 3 credit hours)

BUS4730 Practicum in Business (3 credits)

OR

BUS4930 Internship in Business (3 credits)

## **FACILITY AND EVENT MANAGEMENT**

### **Marketing (12 credits)**

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

### **Sport Management (9 credits)**

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

Required Internship or Practicum (minimum 3 credit hours)

BUS4730 Practicum in Business (3 credits)

OR

BUS4930 Internship in Business (3 credits)

## **FINANCE**

ACC3110 Intermediate Accounting I  
FIN 3170 Money, Banking & Fixed Income  
FIN 4280 Investments  
FIN 4610 Advanced Financial Topics

### **General Finance Concentration**

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

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

### **Financial Planning Concentration**

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

**Analyst Concentration**

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

- Double majors in Accounting must take FIN 3350 or ACC 4530  
Required Internship or Practicum (minimum 3 credit hours)  
FIN4930 Internship in Finance (3 Credit Hours)

**INTERNATIONAL BUSINESS (Bachelor of Arts Only)**

MGT3310 Global Supply Chain Management  
FIN 4530 International Finance & Economics  
ICS 3110 Intercultural Communication  
ICS3210 Applied Cultural Anthropology  
MKT4300 International Marketing

*Choose one of the following:*

STA-XXXX Study Abroad (6 credits)  
BUS4960- International Internship (6 credits)  
(Outside student's home country)

**MANAGEMENT**

**Management Specialization (21 credits)**

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

*Choose two of the following:*

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

**Project Management Concentration (21 credits)**

MGT2650 Leadership & Motivation  
MGT3310 Global Supply Chain Management  
MGT3405 Organizational Behavior  
LPM2110 Introduction to Project Management  
LPM2130 Project Planning  
LPM3110 Project Execution, Monitoring, & Control  
LPM4110 Advanced Project Management – Practicum

**Supply Chain Management Concentration (21 credits)**

MGT2650 Leadership & Motivation  
MGT3310 Global Supply Chain Management  
MGT3405 Organizational Behavior  
LSC2110 Introduction to Project Management  
LSC2130 Forecasting and Logistics  
LSC3110 Sourcing and Operations  
LSC4110 Advanced Logistics Management- Practicum

**Human Resources Management Concentration (21 credits)**

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

Required Internship or Practicum (minimum 3 credit hours)

BUS4730 Practicum in Business (3 credits)

OR

BUS4930 Internship in Business (3 credits)

**MANAGEMENT OF INFORMATION SYSTEMS:**

ISM1150 Introduction to Computer Science  
ISM2150 Object-Oriented Computer Programming  
ISM2700 HTML and Web Development  
ISM3800 Database Programming  
ISM4110 Client-side Programming  
ISM4200 Application Development Lab

Required Internship or Practicum (minimum 3 credit hours)

ISM4930 Internship in Information Systems (3 credits)

**MARKETING**

**Marketing Specialization:**

MKT3270 Consumer Behavior  
MKT4150 Marketing Research  
MKT4170 Advanced Marketing

*Choose four of the following:*

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

**Digital Marketing Concentration (21 credits)**

MKT2500 Digital/Internet Marketing  
MKT3000 Social Community & Content Marketing  
MKT2600 Online Advertising & Email Marketing  
MKT4200 Advanced Digital Marketing  
ISM2700 HTML and Web Development  
MKT3270 Consumer Behavior  
MKT4150 Marketing Research

**Professional Sales Concentration (21 credits)**

MKT3270 Consumer Behavior  
MKT4190 Sales/Sales Management  
COM3030 Persuasion

- LPS3110 Relationship-Driven Professional Selling
- LPS3130 Negotiation in Business and Sales
- LPS3150 Sales Leadership
- LPS4110 Adv. Relationship-Driven Professional Selling

Required Internship or Practicum (minimum 3 credit hours)

BUS4730 Practicum in Business (3 credits)

OR

BUS4930 Internship in Business (3 credits)

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

Major	School/Department
<ul style="list-style-type: none"> <li>• Actuarial Science</li> <li>• Math and Computing</li> </ul>	<ul style="list-style-type: none"> <li>• School of Arts &amp; Humanities</li> <li>- Science and Mathematics Department</li> </ul>
<ul style="list-style-type: none"> <li>• Sport Management</li> </ul>	<ul style="list-style-type: none"> <li>• School of Business</li> <li>- Sport Management Department</li> </ul>
<ul style="list-style-type: none"> <li>• Sport Ministry</li> </ul>	<ul style="list-style-type: none"> <li>• School of Ministry Studies</li> <li>- Biblical Studies Department</li> </ul>
<ul style="list-style-type: none"> <li>• Sport Psychology</li> </ul>	<ul style="list-style-type: none"> <li>• School of Behavioral Sciences</li> <li>- Psychology Department</li> </ul>

## BUSINESS MINORS

### ACCOUNTING MINOR

The requirement for the minor in Accounting is 21 hours in accounting including:

- ACC2110 Financial Accounting
- ACC2120 Managerial Accounting
- ACC3110 Intermediate Accounting I
- ACC3120 Intermediate Accounting II
- ACC3320 Intermediate Managerial Accounting
- ACC3300 Introduction to Tax
- BUS3050 Business Spreadsheet Applications

### BUSINESS ADMINISTRATION MINOR (Not available to Business Majors)

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

### DIGITAL MARKETING MINOR

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

- ISM2700 HTML & Web Development
- MKT2150 Marketing Principles
- MKT2500 Digital/Internet Marketing



MKT2600 Online Advertising & Email Marketing  
MKT3000 Social Community & Content Marketing  
MKT3270 Consumer Behavior  
MKT4200 Advanced Digital Marketing

### **ENTREPRENEURSHIP MINOR**

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

BUS2750 Entrepreneurship & Service Practicum  
BUS3260 Small Business Entrepreneurship  
BUS3510 Innovation & Design for Business  
FIN3350 Entrepreneurial Finance  
MGT4240 Human Resources Management

*Choose one of the following (if not a Business Major):*

ACC2110 Financial Accounting  
MKT2150 Marketing Principles

Business majors must also take:

MKT4190 Sales & Sales Management

### **FINANCE MINOR**

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

BUS3050 Business Spreadsheet Application  
FIN3240 Corporate Finance  
FIN4280 Investments  
FIN4610 Advanced Financial Topics

*Choose 2 of the following:*

FIN3170 Money, Banking, & Fixed Income  
FIN3270 Financial Planning  
FIN3350 Entrepreneurial Finance  
FIN4250 Advanced Finance and Modeling

### **INFORMATION SYSTEMS MINOR**

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

ISM1150 Introduction to Computer Science  
ISM2150 Object-Oriented Computer Programming  
ISM2700 HTML & Web Development  
ISM3800 Database Programming  
ISM4110 Client-side Programming  
ISM4200 Application Development Lab

### **INTERNATIONAL BUSINESS MINOR**

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

BUS3570 Fundamentals of International Business  
MGT3310 Global Supply Chain Management  
FIN4530 International Finance and Economics  
ICS3110 Intercultural Communication  
ICS3210 Applied Cultural Anthropology

*Choose one of the following:*

STA- XXX Study Abroad (6 credits)  
BUS4960 International Internship (6 credits)  
(Outside the student's home country)

## **MANAGEMENT MINOR**

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

MGT2430 Principles of Management  
BUS 2750 Entrepreneurship & Service Practicum  
MGT3405 Organizational Behavior  
MGT4240 Human Resources Management  
MGT2650 Leadership & Motivation  
BUS3050 Business Spreadsheet Applications

*Choose one of the following:*

BUS 3260 Small Business Entrepreneurship  
MGT3480 Operations & Production Management  
BUS3510 Innovation & Design for Business

## **MARKETING MINOR**

The requirement for the minor in Marketing is 21 hours including

MKT2150 Marketing Principles  
MKT 2500 Digital Marketing  
MKT3270 Consumer Behavior  
MKT4150 Marketing Research  
MKT4170 Advanced Marketing

*Choose three of the following:*

MKT3430 Advertising and Promotion  
MKT3550 Services & Nonprofit Marketing  
MKT4100 Product Management  
MKT4190 Sales and Sales Management  
MKT 4300 International Marketing

## **ACADEMIC POLICIES**

### **Grade and Grade-Point Average Requirements**

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

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

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

## **COURSE DESCRIPTIONS**

### **ACCOUNTING**

#### **ACC 2110 Financial Accounting**

Develops an understanding and application of basic financial accounting principles. Emphasis on building and using basic financial statements and a manager's use of accounting data. This course and ACC2120 together serve as the first year of accounting. Three hours.

#### **ACC 2120 Managerial Accounting**

The study of the managerial aspects of accounting and finance. Includes an in-depth study of the statement of cash flows, analysis of financial statements, product cost management, and cash budgeting. Prerequisite: ACC2110. Three hours.

#### **ACC 3110 3120 Intermediate Accounting I and II**

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

#### **ACC 3210 Cost Accounting**

Emphasis on job order cost, process cost, and standard cost systems as well as the use of cost data in decision making. Prerequisite: ACC2120. Three hours.

#### **ACC 3270 Financial Planning (cross listed with FIN 3270)**

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

#### **ACC 3300 Introduction to Tax**

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

#### **ACC 3320 Intermediate Managerial Accounting**

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

#### **ACC3450 Accounting Information Systems**

This course helps students understand how technology is used in accounting to record, report, and analyze accounting information. Prerequisite: ACC 2110. Three hours.

#### **ACC 4110 Advanced Accounting**

The emphasis of this course is business combinations (consolidations) partnerships, estates and trusts, and international accounting concepts. Prerequisite: ACC3110. Three hours.

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

### **ACC 4420 Advanced Managerial Accounting**

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

### **ACC 4430 Governmental & NFP Accounting**

This course takes an in-depth review of the specifics of how governments are required to report accounting information. It also studies non-for-profit entities and how these organizations report information to interested parties since the emphasis of NFP organization is using funds, not generating excess profits. Prerequisite: ACC 3110. Three hours.

### **ACC 4520 Individual Compliance Planning**

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

### **ACC4530 Tax Compliance & Planning**

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

### **ACC 4910–4980 Accounting Internship**

Open to qualified junior and senior accounting majors who are placed with cooperating firms to receive training in this discipline. Periodic reports and evaluations are submitted by the firm and the student. Prerequisite: relevant course work and approval by department chair. One to four hours. (One to eight credit hours)

### **ACC 4990 Accounting Internship**

Open to qualified junior and senior accounting majors who are placed with cooperating public accounting firms to receive training in this discipline. Periodic reports and evaluations are submitted by the firm and the student. Prerequisite: relevant course work and approval by department chair. Nine hours. (Nine credit hours)

## **BUSINESS ADMINISTRATION**

### **BUS 1010 Foundations of Business**

Business Foundations serves as a broad overview and introduction to the field of business, as well as to the faculty of the School of Business and the academic requirements of the business program at Grace College. This course explores the foundational truths of the marketplace required for our system of business to function, although imperfectly, and serve the needs of those around us. The roles of freedom, economics, government, and faith will be key discussion points. The course examines these foundations from a biblical perspective to understand more fully how God would have us “do business.” Three hours

### **BUS 2230 Economics**

The role of Christians in the marketplace is discussed with consideration of economic reasoning and methodology through examination of fundamental concepts in micro- and macroeconomics and through extension and applications of economic theory. Examination of the general functioning of a price system using fundamentals of supply and demand is evaluated. Exploration of the variety of market forms, theory of factor incomes and the effects of government intervention to promote efficiency and equity occurs. Three hours.

### **BUS 2750 Entrepreneurship & Service Practicum**

Students will apply concepts learned in common professional component courses to start and run a business. A business plan will be written, a loan obtained and products commercialized within the semester. Each student company will also serve a local nonprofit organization with their time, talent and company profits. Pre/Corequisites: ACC 2110, MGT 2430, & MKT 2150 or permission by the instructor. Three hours.

### **BUS 3050 Business Spreadsheet Applications**

Students advance their skill and confidence in using the workbook, database and output capabilities of Microsoft Excel. Focus is on understanding the advanced features of Excel and key issues of design and advanced output capabilities of spreadsheet programs. Three hours.

### **BUS 3130 Business Law I**

Basic legal principles which control modern business transactions. Deals with such topics as contracts, agencies, employment, negotiable instruments, property, sales, and business relations with government. Three hours.

### **BUS 3140 Business Law II**

This course is an expansion of some of the legal principles introduced in BUS 3130, including agency law, employment law, and the business regulatory environment. In addition, we explore specific regulations related to the financial industry, secured transactions, and property law. Prerequisite: BUS 3130. Three hours.

### **BUS 3260 Small Business Entrepreneurship**

Applying the fundamentals of small business to the planning, organizing, leading, and controlling to the specific requirements of small business marketing, finance, production, and personnel. Practical application and case study are emphasized. Three hours.

### **BUS 3510 Innovation and Design for Business**

An introduction into the invention, design, and prototype processes leading to the launch of a new product. This includes the importance of new ideas and innovation within the organization with a focus on Entrepreneurship, and a discussion of the strategies necessary for challenging innovative concepts and driving creativity throughout an organization. Prerequisite: Students must have completed a minimum of 60 hours of college credit. Three hours

### **BUS 3570 Fundamentals of International Business**

An awareness of the global business environment is essential. This survey course introduces various facets of international business, its application to the domestic concern, and national economy. Areas reviewed include the role and impact of multi-national corporations, cross cultural factors, and global strategies. Prerequisite: MGT2430. Three hours.

### **BUS 3600 Business Plan Competition Practicum**

Develop the skill sets required to create a professionally viable business plan and participate in the Business Plan Competition. These components include the Executive Summary, Company Description, Target Market, Competitive Analysis, Marketing and Sales Plan, Operations Plan, Management Team and Financials. Three hours.

### **BUS 3610 Business Plan Competition Lab**

Receive mentoring from advisors, faculty and Service Core of Retired Executives (SCORE) in a lab setting. This includes placing the components of a business plan into a narrative and presentation format for the Business Plan Competition held in the Spring semester each school year. 0 hours.

### **BUS 3630 Methods of Teaching Business**

A presentation of the principles and techniques used in teaching business courses. Includes the study of various learning theories as well as various curriculum materials available. Will involve field experiences. Three hours.

### **BUS 3670 Special Topics in Business**

This course in the School of Business offers experimental courses and instructional opportunities before putting them into the permanent system. Occasionally, instruction in cutting edge business topics by outside experts will also be offered. Permission by the Faculty of Record. One to three hours.

### **BUS 4220 Biblical Basis of Business**

This course examines the biblical treatment of critical topics in business and economics. This examination provides a foundation for developing a framework for understanding business from a biblical perspective and for acting consistently within that perspective. The course develops a macro-level framework for the biblical understanding of the role of business organizations and the role of business professionals within those operations. This course complements the micro-level biblical frameworks developed in the discipline specific business courses. This content is designed to challenge the thinking of the student about how they will integrate their understanding of scriptural truth into creating an ethical life walk in a business setting. Prerequisite: Senior status (within two semesters of graduation) or permission. Three hours.

### **BUS 4570 Topics in International Business**

This course is intended to integrate the field experiences and presentations by guest faculty in the areas of international business with the current developments and literature. Students will be expected to prepare analytical reports on the various firms and institutions visited in the program. Major topics included in reading and discussion in this course are the role of the multinational firm in the world economy, international business strategy, organizational behavior and international investment and financial management. Offered in conjunction with International Business Institute. See department chair. Prerequisite: completion of junior year. Three hours.

### **BUS 4710–4730 Practicum in Business**

A course designed to give selected business majors practical experience in a variety of organizational settings. Involvement will vary according to the nature of the practicum, type of business consulted and the number of hours approved by the practicum committee. Prerequisite: Approval by Dean. One to three hours. (One to Three Credit hours)

### **BUS 4760 Practicum in Business II**

A course designed for the second three-hour experience for selected business majors. Involvement will vary according to the nature of the practicum, type of business consulted and the number of hours approved by the practicum committee. Prerequisite: Approval by Dean. Three hours. (Three Credit Hours)

### **BUS 4780 Practicum in Entrepreneurship**

A course designed to give selected business majors practical experience in a variety of entrepreneurial settings. Involvement will vary according to the nature of the practicum, type of business consulted and the number of hours approved by the practicum committee. Prerequisite: Approval by Dean. Three hours. (Three Credit Hours)

### **BUS 4800 Senior Seminar in Management**

Students make management decisions on finance, production, and marketing for companies in a competitive market, giving consideration to economic forecast, relative position of company, and company objectives. The student should have taken most of the major course requirements before enrolling in this course. Prerequisite: Senior status (within 2 semesters of graduation) or permission. Three hours.

### **BUS 4910–4940 Business Internship I**

Open to qualified junior and senior business majors who are employed by cooperating firms to receive training in business. Periodic reports and evaluations are submitted by the firm and the students. Prerequisite: Approval by department chair. Prerequisite: Approval by Dean. One to four hours. (One to Four Credit Hours)

### **BUS 4950–4960 Business Internship II**

Open to qualified junior and senior business majors who are employed by cooperating firms to receive training in business. Periodic reports and evaluations are submitted by the firm and the students. Prerequisite: Approval by Dean. Five or six hours. (Five or six Credit Hours)

## **FINANCE**

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

The study of the principles of money, banking, and credit with emphasis on monetary theory and policy and their role in domestic and international economics. We will cover the basic structure of the financial industry and financial institutions, including the roles that each play in the overall economy. We will also introduce relevant regulations that impact the financial industry. Prerequisite: FIN3240. Three hours.

### **FIN 3240 Corporate Finance**

This foundational course explores corporate financial topics such as financial statement analysis, net present value, corporate valuation, the stock market, the bond market, financial governance, cash flow management, financing and debt strategies and the role of the CFO in managing a business. This course provides a practical approach to the discipline. Prerequisite: ACC2110. Three hours.

### **FIN 3270 Financial Planning (cross listed with ACC 3270)**

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

### **FIN 3350 Entrepreneurial Finance and Real Estate**

This course focuses on funding and managing entrepreneurial ventures through the various stages of business growth. The course will develop skills related to the creation and understanding of business models and the types of organizations and the various ways these organizations can be financed. Students will learn: 1) the value of pro forma financial planning and what if analysis; and 2) the various ways to fund and manage a growing firm with a particular emphasis on deal structure and risk/reward scenarios for different investor types. The class will also cover the principles of the real estate market including buying and selling, economic factors including interest rates, as well as real estate as an investment. Prerequisite: FIN3240. Three hours.

### **FIN 3510 Behavioral Finance**

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

### **FIN 4220 Estate Planning & Gift/Estate Tax**

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

### **FIN 4250 Advanced Finance and Modeling**

This course is designed for the accounting and/or finance major. We will learn about financial modeling and how to build financial models. This course is focused on application and problem solving using financial models in excel. Students will learn about the effectiveness of financial models and designing models that are functional and useful for both the finance expert and the manager/client that they are built for. Prerequisite: FIN3240. Three hours.

### **FIN 4280 Investments**

This course acquaints the student with the principles and concepts of investment portfolios and risk management. The student will learn about stocks, bonds, options and futures and the associated risks and potential returns of these investment alternatives. The student will learn about the importance of diversification and the level of risk taking according to their own particular level of risk preference. Prerequisite: FIN3240. Three hours.

### **FIN 4530 International Finance & Economics**

This course explores international finance in business, including strategy and motivation for direct foreign investment, international banking operations, lending and investment criteria, governmental programs to encourage exports, trade restrictions, foreign currency markets and exchange controls. The course also covers why and how countries trade with each other. Topics include exchange rates, comparative advantage, tariffs and quotas and other trade restrictions, trade agreements, and the relation between trade and economic growth. Special problems of multinational firms are discussed. Prerequisite: FIN3240. Three hours.

### **FIN 4610 Advanced Financial Topics**

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

### **FIN 4930 Internship in Finance**

Open to qualified Junior & Senior finance majors who are placed with cooperating firms to receive training in this discipline. Periodic reports and evaluations are submitted by the student. Prerequisite: relevant course work & approval by the Dean. Three hours. (Three Credit Hours)



## **INFORMATION SYSTEMS**

### **CSI 1151 Introduction to Computer Science**

This course exposes students to essential computer science topics including algorithms and introductory programming concepts including sequence, decision, and assignment and iteration. This course assumes no prior knowledge. (BS Core elective – cross listed with ISM 1150) Three hours.

### **ISM 1150 Introduction to Computer Science**

This course exposes students to essential computer science topics including algorithms and introductory programming concepts including sequence, decision, and assignment and iteration. This course assumes no prior knowledge. Three hours.

### **ISM 2150 Object-Oriented Computer Programming**

This course builds on the concepts learned in ISM1150. Students will use an object-oriented programming language to build programs that solve given problems. Prerequisite: ISM1150. Three hours.

### **ISM 2200 Introduction to Networking**

This course is designed to introduce the student to the rapidly changing networking and data communications arena. Topics covered include the OSI model, LAN and WAN hardware and software, networked operating systems, protocols, design, and implementation. Prerequisite: ISM1150. Three hours.

### **ISM 2700 HTML and Web Development**

This course will focus on the creation, modification and implementation of Web pages using HTML and CSS. At successful completion of the course, the student will be able to design, build, and implement Web sites. Three hours.

### **ISM 3470 Business Information Systems**

This course focuses on the management of information systems within an organizational setting. During the course, students will experience the systems development life cycle as they create an information system. The course utilizes both object oriented and traditional methods for creating business models. Prerequisite: ISM2150, ISM3400. Three hours.

### **ISM 3500 Data Structures**

A discussion of fundamental data structures and algorithms for implementing them. Includes coverage of stacks, queues, lists and trees along with algorithms for implementing these structures as a problem solution. Prerequisites: ISM2150, ISM3400. Three hours.

### **ISM 3710 Special Topics in Information Systems**

Given the dynamic nature of the Information System discipline, this course will allow us to offer instruction in cutting edge information system topics. This course also allows the School of Business to offer experimental courses and instructional opportunities. Permission by the Faculty of Record. One hour.

### **ISM 3720 Special Topics in Information Systems**

Given the dynamic nature of the Information System discipline, this course will allow us to offer instruction in cutting edge information system topics. This course also allows the School of Business to offer experimental courses and instructional opportunities. Permission by the Faculty of Record. Two hours.

### **ISM 3730 Special Topics in Information Systems**

Given the dynamic nature of the Information System discipline, this course will allow us to offer instruction in cutting edge information system topics. This course also allows the School of Business to offer experimental courses and instructional opportunities. Permission by the Faculty of Record. Three hours.

### **ISM 3800 Database Programming**

Students will learn a database language (sql) and then integrate it into programs that result in data-driven web applications. Prerequisites: ISM1150 or CSI1150, ISM2150 and ISM2700. Three hours.

### **ISM 3910 - 3930 Independent Study in Information Systems**

A directed study within a specific Information Systems or Computing topic. Prerequisite: Approval by department chair. One to three hours.

### **ISM 4110 Client-side Programming**

Students will synthesize topics from a number of previous courses while focusing on the creation and implementation of browser-based client side applications. The focus of the course will be manipulation of the document object model using a client-side scripting language. Prerequisites: ISM2150, ISM2700 and ISM3400. Three hours.

### **ISM 4200 Application Development Lab**

In this course, students will select, design, and develop a software application that solves a real-world problem. Prerequisite: ISM3800 or Instructor permission. Three hours.

### **ISM 4930 Internship in Information Systems**

Open to qualified junior and senior information systems majors and minors who are employed by cooperating firms to receive training in the organizational use of information systems. Periodic reports and evaluations are submitted by the firm and the student. Prerequisite: Approval by Dean. Three hours.

## **MANAGEMENT**

### **MGT 2430 Principles of Management**

Principles of Management will expose students to the history of management thought. It also introduces students to the principles of management from the perspective of planning, organizing, leading, and controlling. Within a biblical framework, this course examines developments from scientific management to ethics, diversity, social responsibility, and globalization. Three hours.

### **MGT 2650 Leadership & Motivation**

Students in this course will study theories of motivation, leadership and management. The course will present current and recent trends in leadership and motivation, and provide discussion as to the viability of these theories in the workplace as well as how well these concepts integrate with a Biblical World View. Three hours.

### **MGT 3310 Global Supply Chain Management**

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

### **MGT 3405 Organizational Behavior**

This course deals with human behavior in organizations. Conceptual frameworks, case discussions, and skill-oriented activities are applied to course topics which include: motivation, learning and development, group dynamics, leadership, communication, power and influence, change, diversity, organizational design, and culture. Class sessions and assignments are intended to help participants acquire skills and analytic concepts to improve organizational relationships and effectiveness. The course also examines selected personnel functions in an organization including job analysis, recruitment, and hiring, training, performance appraisal, and compensation. Three hours.

### **MGT 3450 Introduction to Data Analytics**

In this course, students are introduced to Data Analytics by learning to retrieve data (SQL), prepare data (Excel), Analyze data using statistical methods, and report data. Prerequisite: BUS3050. Three hours.

### **MGT 3480 Operations & Production Management**

The course studies the theory and practice of managing the production environment including plant layout and best practices in production. Prerequisite: BUS2430. Three hours.

### **MGT 4240 Human Resource Management**

An examination of the personnel functions in the business organization, particularly job analysis, recruitment and hiring, training, performance appraisal, compensation, the psychological forces motivating workers, discipline, and morale within a heightened awareness of legislative and regulatory oversight. Prerequisite: BUS2430. Three hours.

## **MARKETING**

### **MKT 2150 Marketing Principles**

This course provides a decision-oriented overview of marketing management in modern organizations. The objectives of the course are to provide a broad introduction to marketing concepts, the role of marketing in society and in the firm, and the various factors that influence marketing decision making. Three hours.

### **MKT 2500 Digital/Internet Marketing**

This course will give students a foundation for understanding the importance of digital marketing in today's business environment. Students will gain a basic understanding of how organizations can drive revenue and ROI through the user experience, attract customers through multiple digital channels, build smart websites and mobile experiences, and produce rich media for marketing and advertising. The course will cover the fundamentals of online, content marketing, and mobile marketing, SEO, content management systems (CMS), social media and analytics. Prerequisite: MKT 2150. Three hours.

### **MKT 2600 Online Advertising & Email Marketing**

Students learn about today's online marketing techniques, how to develop a successful online campaign across all digital channels, and ways to measure the success of the campaign. Emphasis is placed on social, search, mobile, display, email, and relevant analytical tools and metrics. Prerequisite: MKT2500. Three hours.

### **MKT 3000 Social Community & Content Marketing**

This course evaluates how content can be used as a differential advantage and as a way to create lasting relationships with customers. The goal of this course is to show how to develop, implement, and measure a successful content marketing strategy across multiple digital channels to attract, engage and retain a profitable market. Prerequisite: MKT2500. Three hours.

### **MKT 3270 Consumer Behavior**

This course introduces the student to the psychological, sociological, cultural and economic determinants of consumer behavior. The course is structured around a framework of cognitive, behavioral and environmental issues surrounding consumer choice and the creation of marketing strategies to influence those choices. A Biblical framework for ethical use of these theories is explored throughout the course. Prerequisite: MKT 2150. Three hours.

### **MKT 3430 Advertising and Promotion**

This course examines the approach to developing advertising/promotion strategy; the theory and practices of advertising and promotion; the use of advertising as a creative process; evaluation of the effectiveness of advertising; and the role of advertising and promotion in our society. Emphasis is placed on the relationship advertising has within the overall marketing programs, as well as promotion mix, decision tools, and ethical consideration. Prerequisite: MKT2150. Three hours.

### **MKT 3550 Services & Nonprofit Marketing**

This course examines the ways in which marketing for service related and not for profit organizations differ from marketing tangible goods with a profit motive. Development of the knowledge, skills and attitudes necessary to market Services and the special category of NPO's is emphasized. Application of course material is made to a wide range of services and NPO's. Prerequisite: MKT 2150 or permission of the Instructor for non-majors. Three hours.

### **MKT 4100 Product Management**

Best described as a general management at the intersection of technology, business and the customer, product management is typically organized as a marketing function. The aim of this course is to expose students to product management as a career field, preview the essential tools and skills used by product managers, and help students develop a biblical philosophy of personal influence and leadership. Prerequisite: MKT2150. Three hours.

### **MKT 4150 Marketing Research**

This course is an introductory study of the practical considerations of selecting research methodology and techniques used in marketing research. Emphasis is placed on the terminology, concepts, procedures, statistical techniques, and ethics involved in collecting, analyzing, and interpreting marketing data. The course also emphasizes the study of the format and content of marketing research reports that address the concerns of decision makers. Prerequisite: MKT2150. Three hours.

### **MKT 4170 Advanced Marketing**

A case method course using real world marketing dilemmas as a means to learn how to apply marketing principles into a workable solution. The course also focuses on the fundamental concepts of strategy, its creation, execution and evaluation, plus learning the technical and relationship skills to manage the process. Prerequisite: Senior status (final Spring Semester on campus) or permission. Three hours.

### **MKT 4190 Sales/Sales Management**

A practical approach of learning the sales function of a business organization. Emphasis is placed on exploring techniques, issues and ethics pertinent to sales analysis, territory alignment, presentations, and analysis. Prerequisite: MKT2150. Three hours.

### **MKT 4200 Advanced Digital Marketing**

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

**MKT 4300 International Marketing**

The International Marketing course is designed to demonstrate how businesses can expand their marketing efforts globally while acting regionally (globalization). The course examines the factors businesses must understand when expanding into other countries, and the important considerations necessary to successfully implement a global marketing strategy (GMS0. It is built around how general marketing principles, such as the 4P's, are utilized by companies to effectively market globally. Prerequisite: MKT2150, BUS3570 or permission of the instructor. Three hours.