

*Dr. R.W. Mackey, II, Chairperson*

Business administration is a profession practiced by managers who solve problems and make decisions in the process of leading and guiding an organizational unit in its efforts to achieve some inherent goal or objective. Organizational activities are measured for their effectiveness (the degree to which organizational goals are accomplished) and for their efficiency (the cost in resources used to achieve these goals).

In the Business Department, studies develop from a common viewpoint that all truth is of God. Therefore, as led by the Spirit, the student will search for truth to be applied with wisdom to the glory and honor of God.

Every business student completes the basic core of business courses, then takes additional courses in at least one of the seven Business emphases (1) Accounting, (2) Christian Ministries Administration, (3) Finance, (4) Management, (5) Management Information Systems, (6) Pre-law, (7) Public Relations.

## Objectives

Students with a major in Business Administration will study the fundamentals of management theory together with the “tools” used by modern management practitioners; will explore modern theories, concepts, and principles of management and administration; will apply the lessons learned to contemporary management situations; and will be encouraged to develop an appetite for contemporary literature in the dynamic field of business administration.

## Accounting

Students with a program emphasis in accounting will study basic accounting theories and principles as recognized and practiced by the accounting profession. Graduates may enter public accounting (CPA) or management accounting (CMA) careers.

## Christian Ministries Administration

This emphasis is designed for those who specifically desire to minister in an administrative capacity in a local church or other Christian organization. This emphasis helps prepare students for careers

as a Pastor, Christian school or Christian college Administrator, Church Administrator or Missions Director.

## Finance

This emphasis is designed for those students preparing for a career in banking, investments or corporate finance.

## International Business

Students pursuing international business will prepare to enter a business career within an international environment (either domestically or abroad) with dual purposes of missional living and wealth generation.

## Management

Students pursuing this emphasis will study the functions that managers perform as well as the conceptual framework of organizations working to achieve common goals and objectives. Graduates may enter career paths in general management or, with further graduate studies, enter one of the specialized management fields.

## Management Information Systems

Students pursuing this program emphasis will undertake studies to develop a competency in the application of computer technology to the problem-solving and information-handling activities necessary for the effective, efficient conduct of business activities.

## Marketing

Students pursuing this program emphasis could enter a business career in sales and/or marketing with a dual purpose of missional living and wealth generation.

## Pre-Law

Students preparing for a legal career may choose a curriculum which emphasizes law and business before entering law school. This emphasis affords an excellent foundation for business law practices.

## Public Relations

Students who choose this emphasis will study a combination of business and communication disciplines which will prepare them to influence the opinions and choices of people within a free market.

**BUSINESS ADMINISTRATION CORE COURSES**

ACC210	Accounting Fundamentals I .....	3
ACC220	Accounting Fundamentals II.....	3
ACC460	Tax Accounting.....	3
BUS310	Statistics for Business.....	3
BUS320	Business Law .....	3
BUS490	Advanced Business Seminar .....	3
ECN210	Microeconomics .....	3
FIN440	Finance .....	3
MA090	Intermediate Algebra .....	1
MGT310	Management Theory.....	3
MGT330	Business Communications .....	3
MIS320/		
ACC320	Information Systems Applications .....	3
MKT350	Marketing Fundamentals.....	3
<i>Total units required for core courses.....</i>		<i>37</i>

**Accounting Emphasis Courses**

ACC302	Accounting for Non-Profits .....	3
ACC311	Intermediate Accounting I.....	3
ACC312	Intermediate Accounting II .....	3
ACC431	Cost Accounting.....	3
ACC442	Auditing.....	3
ACC451	Advanced Accounting .....	3
ACC462	Tax Accounting II .....	3
<i>Total units required for emphasis .....</i>		<i>58</i>

**Christian Ministries Administration Emphasis Courses**

ACC302	Accounting for Non-Profits .....	3
MGT351	Human Resource Management.....	3
BMN413	Pastoral Ministries .....	3
BTH336	Theology of the Church .....	2
BUS483	Business Internship, POL445 The Church as a Legal Institution, or Bible Elective	3
MGT439	Ministry Admin. Practicum.....	1
<i>Total units required for emphasis .....</i>		<i>52</i>

**Finance Emphasis Courses**

ACC462	Tax Accounting II .....	3
FIN321	Real Estate Principles.....	3
FIN332	Financial Services Management .....	3
FIN341	Investments .....	3
<i>Two of the following.....</i>		<i>6</i>
ACC311	Intermediate Accounting I (3)	
ACC312	Intermediate Accounting II (3)	
ACC431	Cost Accounting (3)	
BUS483	Business Internship (3)	
FIN338	Introduction to Risk Management (3)	
FIN388	Studies in Finance (3)	
MGT321	Decision Science Fund. (3)	
<i>Total units required for emphasis .....</i>		<i>55</i>

**International Business**

ESL344	Cultural Anthropology.....	3
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INB311	Global Business Strategies.....	3
INB361	International Economics and Trade.....	3
INB372	International Business Marketing.....	3
<i>Two of the following.....</i>		<i>6</i>
BMS385	World Religions (3)	
BUS368	Entrepreneurship (3)	
C391	Inter-Cultural Communications (3) .....	
ESL311	Introduction to TESOL (3)	
IBN488	International Business Experience (3)	
SS381	Cultural Geography (3)	
<i>Total units required for emphasis.....</i>		<i>55</i>

**Management Emphasis Courses**

MGT321	Decision Science Fund. ....	3
MGT351	Human Resource Mgt.....	3
<i>Three of the following:.....</i>		<i>9</i>
ACC302	Accounting for Non-Profits (3)	
ACC431	Cost Accounting (3)	
ACC462	Tax Accounting II (3)	
BUS368	Entrepreneurship (3)	
BUS483	Business Internship (3)	
FIN 321	Real Estate Principles (3)	
FIN332	Financial Services Management (3)	
FIN338	Introduction to Risk Management (3)	
FIN341	Investments (3)	
IBN311	International Business (3)	
IBN488	International Business Experience (3)	
<i>Total units required for emphasis .....</i>		<i>52</i>

**Management Information Systems Emphasis Courses**

CS111	Intro. to Computer Programming .....	3
CS122	Web Design & Programming .....	3
CS301	Applications Development .....	3
CS302	Software Development.....	3
MIS432	Database Management Systems .....	3
<i>One of the following.....</i>		<i>3</i>
BUS483	Business (IS) Internship (3)	
CS212	Computer Hardware (3)	
CS322	Network Principles and Architecture (3)	
MGT321	Decision Science Fundamentals (3)	
MIS441	Web Site Administration (3)	
<i>Total units required for emphasis .....</i>		<i>55</i>

**Marketing Emphasis Courses**

MKT361	Marketing Strategy (Advanced Marketing) .....	3
MKT381	Consumer Behavior.....	3
MKT482	Marketing Research.....	3
MKT372	International Marketing.....	3
IBN372	Sales and Customer Service.....	3
<i>Two of the following.....</i>		<i>6</i>
C352	Editing (3)	
C368	Ad Copywriting (3)	
C373	Graphic Design (3)	
C382	Persuasion (3)	

CS122	Web Design (3)	
MKT488	Marketing Internship (3)	
Total units required for emphasis .....		(58)

**Pre-Law Emphasis Courses**

MGT351	Human Resource Management.....	3
POL366	Western Political Philosophy II.....	3
POL424	Law and Public Policy.....	3
<i>Two of the following:</i> .....		6
ACC462	Tax Accounting II (3)	
BUS483	Business Internship (3)	
POL343	U.S. Constitutional History (3)	
POL423	The Judicial Process (3)	
POL435	Introduction to Constitutional Law (3)	
POL445	The Church as a Legal Institution (3)	
POL446	Supreme Court/Bill of Rights (3)	
Total units required for emphasis .....		52

**Public Relations Emphasis Courses**

C211	Intro. to Mass Communication.....	3
C381	Beginning Public Relations .....	3
<i>Three of the following:</i> .....		8-9
BUS483	Business Internship (3)	
C130	Multi-Image Production (2)	
C382	Persuasion (3)	
C368	Fundamentals of Adv. Copywriting (3)	
C392	Advanced Public Relations (3)	
C468	Promotional & Adv. Writing (3)	
C344	Article Writing (3)	
Total units required for emphasis: .....		51-52

**Minor in Accounting**

A minor in Accounting is offered to students not majoring in business, but who wish to develop a marketable skill. For a minor in Accounting, the following courses are required:

ACC210	Accounting Fundamentals I.....	3
ACC220	Accounting Fundamentals II.....	3
ACC302	Accounting for Non-Profits .....	3
ACC311	Intermediate Accounting I.....	3
ACC312	Intermediate Accounting II.....	3
ACC431	Cost Accounting.....	3
ACC442	Auditing.....	3
ACC451	Advanced Accounting .....	3
ACC460	Tax Accounting.....	3
Total units required for minor.....		27

**Minor in Business Administration**

A minor in Business Administration is offered to students not majoring in business, but who desire a basic understanding of the process of people working together to achieve common goals. This administrative process is known as management and is recommended for a student preparing for any

career that may call for administrative responsibilities.

For a minor in Business Administration, the following courses are required:

ACC210	Accounting Fundamentals I.....	3
ACC460	Tax Accounting, or	
FIN341	Investments .....	3
BUS320	Business Law.....	3
MGT310	Management Theory.....	3
MGT330	Business Communications.....	3
MIS320/		
ACC320	Management Information Systems.....	3
MKT350	Marketing.....	3
Total units required for minor.....		21

**Course Offerings in Business Administration**

**ACCOUNTING**

**ACC210 Accounting Fundamentals I (3)**

This course is an intensive study of the processes and procedures which accountants use for analyzing, recording and reporting a business organization's assets, liabilities and owner's equity. *Prerequisite: MA090.*

**ACC219 Computerized Accounting (1-3)**

An application of an entry-level accounting software package such as QuickBooks® to the principles learned in accounting fundamentals. Coverage will include the general journal, subsidiary ledgers, special journals, payroll, and financial reports. Course offered as a directed study on a demand basis. *Co-requisite: ACC210*

**ACC220 Accounting Fundamentals II (3)**

This course completes the study of financial accounting begun in ACC210 by examining the procedures for reporting liabilities and stockholders' equity on external financial statements for a corporation. Then, the course explores management's use of job-order, process and standard cost accounting systems for decision making. Additional topics include the preparation of budgets, ratio analyses and federal income tax returns. *Prerequisite: ACC210.*

**ACC302 Accounting for Non-Profits (3)**

Presents the theories and practices of generally accepted accounting principles and fund accounting techniques used by governmental and not-for-profit organizations. Special emphasis is placed on accounting as it relates to the church and church-related ministries. *Prerequisite: ACC210.*

**ACC311 Intermediate Accounting I (3)**

A comprehensive study of financial statements of business

enterprises, focusing on the systematic development of theory and practice from generally accepted accounting principles. *Prerequisite: ACC220.*

### **ACC312 Intermediate Accounting II (3)**

An analytical study of the corporate form of entity accounting with stocks, bonds, long and short-term investments, revenue recognition, pension plans, lease arrangements and existing reporting practices promulgated by leading professional organizations. *Prerequisite: ACC311.*

### **ACC431 Cost Accounting (3)**

Theories and practices relating to management planning and control through methods of cost accumulation. Job order, process and standard costing systems are studied as methods of cost accounting and cost distribution. *Prerequisite: ACC220.*

### **ACC442 Auditing (3)**

Presents the procedures and practices employed by auditors to systematically appraise and examine the reliability, adequacy and effectiveness of the client's financial statements. Describes the duties and responsibilities of independent auditors, the methods of preparing audit reports and the manner of expressing opinion as to the fairness of the financial reports under audit. *Prerequisite: ACC312.*

### **ACC451 Advanced Accounting (3)**

An exhaustive study of earnings per share using dilutive and anti-dilutive securities, preparation of multi-step income statements and a detailed study of techniques of preparation of consolidated corporate statements. *Prerequisite: ACC312.*

### **ACC460 Tax Accounting (3)**

A study of the chronological progress of the income tax system combined with the Federal Revenue codes under the changing political and economic environments. Emphasis is on the elements of gross income, adjusted gross income, exclusions, itemized deductions, exemptions and preparation of individual tax returns in detail. A brief introduction to tax laws for corporations, partnerships, estates and trusts will also be included.

### **ACC462 Tax Accounting II (3)**

A comprehensive study of tax laws and returns for corporations, partnerships, estates and trusts. Studies include specially taxed corporations, taxation of securities, retirement, pension plans and gift taxes. *Prerequisite: ACC220; ACC460 is recommended, but not required.*

### **ACC483 Accounting Internship (1-4)**

An on-site work experience which gives the student practical training in specific accounting techniques and their application. Evaluation will be made by the work

supervisor and an accounting instructor. *Prerequisites: ACC312 and permission of department chair.*

### **ACC499 Directed Studies: Accounting (1)**

A variety of study topics are available under this heading as desired to meet the special accounting interest of the student. *Prerequisite: permission of advisor.*

## **GENERAL BUSINESS**

### **BUS310 Statistics for Business (3)**

Topics include descriptive statistics, elements of probability, probability distributions, sampling, estimation and confidence intervals, tests of hypotheses, linear regression and correlation. *Prerequisite: MA090.*

### **BUS320 Business Law (3)**

Principles of business law covering the fields of contracts, agency, personal property, sales, negotiable instruments, partnerships and corporations.

### **BUS368 Entrepreneurship (3)**

The course focuses on starting a small business through an emphasis on thinking creatively. The student is encouraged to turn knowledge and skills into entrepreneurial activity and will also include opening a franchise or expanding a family business. Additionally, the curriculum will cover the basic knowledge necessary to operate a small business. Topics include (but are not limited to) writing a business plan, developing entrepreneurial skills and doing case studies of successful small businesses.

### **BUS483, 484, 485, 486 Business Internship (1-4)**

An on-site work experience which gives the student practical training in specific business techniques and their applications. Evaluation will be made by the work supervisor and a member of the business department faculty. *Prerequisites: junior or senior status and permission of department chair.*

### **BUS492 Advanced Business Seminar (3)**

A course examining contemporary business issues through integrating coursework and acquired knowledge in the business discipline. Attention will be given to a biblical world view, vocational pursuit and a strategy for life-long learning. An additional course component is senior assessment. *Prerequisite: senior status or permission of the department chairperson.*

## **ECONOMICS**

### **ECN200 Economics & Society (3)**

An introduction to macroeconomic principles and terminology. The primary focus is on the aggregate U.S. economy and the policy decisions that state and federal lawmakers face. Topics include: review of the economic problem, measuring GNP, money and banking,

interest rates, monetary and fiscal policy, inflation and unemployment. A basic knowledge of mathematics and graphs is assumed.

### **ECN210 Microeconomics (3)**

An introduction to microeconomic principles and terminology. The primary focus is on the business firm and the decisions it faces. Topics include: review of the economic problem, mechanics of supply and demand, elasticities, consumer utility, production costs and the competitive environment. A basic knowledge of mathematics and graphs is assumed.

## **FINANCE**

### **FIN308 Personal Financial Management (3)**

A survey of financial management for individuals and households including setting financial goals, developing a budget, preparing personal taxes, utilizing banking services, using consumer credit, buying or renting a home, purchasing an automobile or major appliance, purchasing various types of insurance, choosing investment options and strategies and planning for retirement.

### **FIN321 Real Estate Principles (3)**

An introductory course designed to cover real estate fundamentals with practical applications useful in residential and commercial real estate transactions. Topics include investment decision making, valuations, investment performance, financing, real estate management, legal and regulatory considerations, market research and licensing requirements for brokers and agents. The course prepares the student for the California real estate license examination.

### **FIN332 Financial Services Management (3)**

An introduction to the functions and operations of modern United States financial institutions. The course covers a study of banking laws and regulations with special attention given to the impact of technology within the industry. Additionally, the evolution and subsequent historical, social, and political impact of the Federal Reserve is examined.

### **FIN338 Introduction to Risk Management (3)**

An introduction to basic insurance concepts. Topics include terminology, risk exposure, private consumer coverage, property and liability insurance, health insurance, life insurance, annuities, commercial coverage and government issues.

### **FIN388 Studies in Finance (3)**

A survey of a selected topic(s) in financial management made available by an adjunct or full-time professor.

### **FIN341 Investments (3)**

A survey of investments including stocks, bonds, government securities, and financial intermediaries. Emphasis is placed on security analysis, valuation and portfolio management. Topics include personal financial strategies and investment alternatives. *Prerequisite: ECN200.*

### **FIN440 Finance (3)**

Valuation methods available to the manager for the determination of the optimal financial structure of the firm. Emphasis is on financial statement analysis, cash flow analysis, capital budgeting, investment and financing decisions. *Prerequisite: ACC220.*

## **INTERNATIONAL BUSINESS**

### **IBN311 Global Business Strategies (3)**

This course biblically examines global business ethics, values and strategies that shape and guide the believer, the church, and the company in the global business enterprise.

### **IBN361 International Economics and Trade (3)**

The course includes a comprehensive study of international trade theory, international trade policy, the balance of payments, foreign exchange markets, exchange rates, open-economy macroeconomics, and the international monetary system. *Prerequisite: ECN20*

### **IBN372 International Business Marketing**

The course includes a comprehensive study of international marketing conditions, and constant changes. Topics include foreign market research; trade promotion; political, legal, economic, and cultural environments; product and service adaptability; and multinational competition. *Prerequisite: MKT350*

### **IBN488 International Business Experience (3)**

The student will visit a for-profit and/or a not-for-profit enterprise outside the United States with the goals of observing, contributing to and evaluating the organization(s). *Prerequisite IBN311*

## **MANAGEMENT**

### **MGT299, 399, 499 Directed Studies in Management (1-3)**

Opportunities for the student to pursue individual studies of interest in management at a high level of sophistication. Independent study and research will be encouraged. *Prerequisite: permission of the department chairperson.*

### **MGT310 Management Theory (3)**

An examination of the fundamentals of managerial functions and the basic concepts and principles of modern management. Emphasis is placed on the interrelationships of planning, organizing, controlling, decision-making and accepted practices used in directing the activities of an organization in the achievement of desired objectives.

**MGT321 Decision Science Fundamentals (3)**

An overview of the scientific methods available to the managerial decision maker. Topics include linear programming, the transportation problem, queuing, simulation, project management, forecasting, facility location and layout, inventory control, quality assurance and job design. *Prerequisite: BUS310.*

**MGT330 Business Communications (3)**

Presents comprehensive coverage of the major concepts and principles of the human communication process and analysis of the various forms of communication used by managers. The media of managerial communication include verbal delivery, as well as written letters, reports, memoranda, etc.

**MGT351 Human Resource Management (3)**

A study of the human factors in business, including the total employee-employer relationship: job analysis, selection, training, transfer, promotion, dismissal of employees and industrial relations.

**MGT439 Ministry Administration Practicum (1)**

Through the process of observing and interviewing ministry administrators, the student seeks to discover the job descriptions, routines, attitudes, difficulties and rewards inherent in Christian ministry administration.

**MARKETING****MKT350 Marketing Fundamentals (3)**

An introduction to marketing management in relation to the total business environment. Involves a study from the conception of the idea for goods or services to its ultimate utilization by the consumer with emphasis on major decision areas and tools.

**MKT361 Marketing Strategy (3)**

This course provides students the opportunity to leverage the marketing, managerial, and analytical tools that he or she has acquired in making strategic marketing decisions. The course will emphasize contemporary marketing best practices and provide students the opportunity to generate marketing products. *Prerequisite: MKT350*

**MKT381 Consumer Behavior (3)**

This course uses a multidisciplinary approach to understand, explain, and predict consumer behavior with the intent of leveraging this knowledge to make informed marketing decisions. The course will also include an examination of behavior based marketing decisions from an ethical perspective.

**MKT482 Marketing Research (3)**

This course provides students with the skill set necessary to conduct professional market research,

perform appropriate statistical analyses on research data, and communicate research results. Special emphasis will be placed on research related to price points, new products and services, demographics, and target markets. *Prerequisites: BUS350, BUS310*

**MKT462 Sales and Customer Service (3)**

This course identifies and develops key sales and customer service skills by discovering customer wants and needs through effective relationship building, clear communication (emphasizing listening), product knowledge, presentation marketing and closing strategies. The course will also cover related subjects such as developing strong negotiating and persuasive skills and the importance of being authentic when developing an effective winning sales presentation.

**Note about computers:**

Business majors may wish to use a PC computer since many excel applications are only operable on this platform.

**Note about transfer units:**

Please refer to the transfer section of the catalog for specific details about the business department's transfer policy.