

# BUSINESS

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## DIVISION



Brad Stamm, Ph.D.  
*Division Chair*

The division has a threefold purpose: first, to prepare students for entry-level positions in business; second, to prepare students to serve in administrative roles within Christian organizations; and finally, to prepare students for graduate study in business.

### DEGREES

Bachelor of Science (B.S.)

### MAJORS

Accounting  
Business Administration  
Business: Finance  
Business: International  
Business: Management  
Business: Marketing  
Business: Sports Management

### MINORS:

Accounting  
Business Administration  
Economics  
Finance  
International Business  
Management  
Marketing

## CRITERIA FOR GRADUATION AS A DIVISION MAJOR:

See the Academic Information section under Graduation Requirements.

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

**General Education Core** requirements for the Bachelor of Science degree are listed in the Degree Information section (see page 51).

**Students Bound for Business Graduate School** – For students planning on going on to a business-related graduate degree, additional courses may be required, depending on the university.

## FACULTY

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

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

**Morter, Scott D.**, Associate Professor of Business (2004); B.R.E. (1984), Grand Rapids Baptist College; M.B.A. (1995), Grand Valley State University; DBA Program, Anderson University

**Newhouse, Shawn M.**, Assistant Professor of Business (2008); B.S. (1990) Taylor University; M.B.A. (2006), Taylor University

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

**Young, Michael L.**, Professor of Business (1997); B.A.(1995), Cornerstone University; M.B.A. (1997), Grand Valley State University; D.B.A. (2001), University of Sarasota

## MAJORS & MINORS

### ACCOUNTING MAJOR (Bachelor of Science)

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

Most states now require 150 semester hours of education to become a Certified Public Accountant (CPA). The State of Michigan allows candidates for the CPA to take the exam after completing a bachelor's degree with appropriate courses. The Cornerstone University B.S. degree with a major in accounting will meet those requirements, although candidates will need to complete the 150 semester hours and experience requirements before being granted the CPA Certificate in Michigan. Most Cornerstone University graduates in accounting will pursue a master's degree in a related field to meet the 150-hour requirement. Some states require that the 150 hours be completed before taking the exam.

| Required Courses |                                      | Credit Hours |
|------------------|--------------------------------------|--------------|
| ACC-221          | Accounting I .....                   | 3            |
| ACC-222          | Accounting II .....                  | 3            |
| ACC-321          | Intermediate Accounting I.....       | 3            |
| ACC-322          | Intermediate Accounting II .....     | 3            |
| ACC-327          | Taxation .....                       | 3            |
| ACC-331          | Cost Accounting .....                | 3            |
| ACC-332          | Accounting Information Systems ..... | 3            |
| ACC-380          | Internship .....                     | 3            |
| ACC-421          | Advanced Accounting.....             | 3            |
| ACC-423          | Auditing .....                       | 3            |
| BUS-211          | Business Statistics.....             | 3            |
| BUS-213          | Business Communications.....         | 3            |
| BUS-361          | Business Law .....                   | 3            |
| CSC-116          | Introduction to Data Management..... | 3            |
| ECN-231          | Macroeconomics.....                  | 3            |
| ECN-232          | Microeconomics.....                  | 3            |
| FIN-341          | Principles of Finance .....          | 3            |
| MGT-231          | Principles of Management.....        | 3            |
| MKT-251          | Principles of Marketing.....         | 3            |
| MGT-432          | Strategic Management.....            | 3            |
| Total .....      |                                      | 60           |

## ACCOUNTING MINOR

| Required Courses                        | Credit Hours |
|---|--------------|
| ACC-221 Accounting I .....              | 3            |
| ACC-222 Accounting II .....             | 3            |
| ACC-321 Intermediate Accounting I ..... | 3            |
| Four courses from the following: .....  | 12           |
| ACC-322 Intermediate Accounting II      |              |
| ACC-327 Taxation                        |              |
| ACC-331 Cost Accounting                 |              |
| ACC-332 Accounting Information Systems  |              |
| ACC-421 Advanced Accounting             |              |
| ACC-423 Auditing                        |              |
| Total .....                             | 21           |

## BUSINESS ADMINISTRATION MAJOR (Bachelor of Science)

| Required Courses   | Credit Hours |
|--|--------------|
| ACC-221 Accounting I .....   | 3            |
| ACC-222 Accounting II .....  | 3            |
| BUS-211 Business Statistics .....  | 3            |
| BUS-213 Business Communication .....   | 3            |
| BUS-361 Business Law .....   | 3            |
| BUS-380 Internship .....   | 3            |
| ECN-231 Macroeconomics .....   | 3            |
| ECN-232 Microeconomics .....   | 3            |
| FIN-341 Principles of Finance .....  | 3            |
| MGT-231 Principles of Management .....   | 3            |
| MKT-251 Principles of Marketing .....  | 3            |
| MGT-432 Strategic Management .....   | 3            |
| Two upper level electives in:<br>Accounting, Business, Economics, Finance, Management,<br>Marketing, or Computer Information Systems ..... | 6            |
| Total .....  | 42           |

## BUSINESS ADMINISTRATION MINOR

| Required Courses   | Credit Hours |
|--|--------------|
| ACC-221 Accounting I .....   | 3            |
| ACC-222 Accounting II .....  | 3            |
| One of the following: .....  | 3            |
| ECN-231 Macroeconomics   |              |
| ECN-232 Microeconomics   |              |
| One of the following: .....  | 3            |
| MGT-231 Principles of Management   |              |
| MKT-251 Principles of Marketing  |              |
| Two upper level electives in:<br>Accounting, Business, Finance, Management, Marketing, Economics or Computer ..... | 6            |
| Total .....  | 18           |

## ECONOMICS MINOR

| Required Courses                      | Credit Hours |
|---------------------------------------|--------------|
| BUS-211 Business Statistics .....     | 3            |
| ECN-231 Macroeconomics .....          | 3            |
| ECN-232 Microeconomics .....          | 3            |
| ECN-321 Managerial Economics .....    | 3            |
| ECN-335 International Economics ..... | 3            |
| Two of the following .....            | 6            |

|         |                                  |
|---------|----------------------------------|
| BUS-241 | Personal Finance                 |
| BUS-470 | Directed Readings (in economics) |
| BUS-490 | Independent Study (in economics) |
| ECN-331 | Research in Economics            |
| ECN-334 | Money & Banking                  |
| ECN-380 | Internship (in economics)        |
| ECN-460 | Entertainment Industry Economics |

Total .....21

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

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

| Required Courses       |                                      | Credit Hours |
|------------------------|--------------------------------------|--------------|
| ACC-221                | Accounting I                         | 3            |
| ACC-222                | Accounting II                        | 3            |
| ACC-327                | Taxation                             | 3            |
| BUS-211                | Business Statistics                  | 3            |
| BUS-213                | Business Communication               | 3            |
| BUS-361                | Business Law                         | 3            |
| ECN-231                | Macroeconomics                       | 3            |
| ECN-232                | Microeconomics                       | 3            |
| ECN-334                | Money & Banking                      | 3            |
| FIN-341                | Principles of Finance                | 3            |
| FIN-342                | Corporate Finance                    | 3            |
| FIN-371                | Investments                          | 3            |
| FIN-380                | Internship                           | 3            |
| MGT-231                | Principles of Management             | 3            |
| MGT-432                | Strategic Management                 | 3            |
| MKT-251                | Principles of Marketing              | 3            |
| Four of the following: |                                      | 12           |
| ECN-321                | Managerial Economics                 |              |
| ECN-335                | International Economics              |              |
| FIN-372                | Securities Brokerage                 |              |
| FIN-373                | Real Estate Management & Investment  |              |
| FIN-374                | Insurance and Risk Management        |              |
| FIN-376                | Management of Financial Institutions |              |
| MGT-337                | Entrepreneurship                     |              |
| MKT-353                | Marketing Communications             |              |
| Total                  |                                      | 60           |

## FINANCE MINOR

| Required Courses        |                                      | Credit Hours |
|-------------------------|--------------------------------------|--------------|
| ECN-334                 | Money & Banking                      | 3            |
| FIN-341                 | Principles of Finance                | 3            |
| FIN-342                 | Corporate Finance                    | 3            |
| FIN-371                 | Investments                          | 3            |
| Three of the following: |                                      | 9            |
| ECN-321                 | Managerial Economics                 |              |
| ECN-335                 | International Economics              |              |
| FIN-372                 | Securities Brokerage                 |              |
| FIN-373                 | Real Estate Management & Investment  |              |
| FIN-374                 | Insurance and Risk Management        |              |
| FIN-376                 | Management of Financial Institutions |              |
| Total                   |                                      | 21           |

## BUSINESS MAJOR – INTERNATIONAL BUSINESS EMPHASIS

(Bachelor of Science)

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

| <b>Required Courses</b>                               | <b>Credit Hours</b> |
|---|---------------------|
| ACC-221 Accounting I                                  | 3                   |
| ACC-222 Accounting II                                 | 3                   |
| BUS-211 Business Statistics                           | 3                   |
| BUS-213 Business Communications                       | 3                   |
| BUS-317 International Business                        | 3                   |
| BUS-361 Business Law                                  | 3                   |
| BUS-380 Internship                                    | 3                   |
| BUS-411 Cross-cultural Business                       | 3                   |
| ECN-231 Macroeconomics                                | 3                   |
| ECN-232 Microeconomics                                | 3                   |
| FIN-341 Principles of Finance                         | 3                   |
| MGT-231 Principles of Management                      | 3                   |
| MKT-251 Principles of Marketing                       | 3                   |
| MGT-432 Strategic Management                          | 3                   |
| MKT-359 International Marketing                       | 3                   |
| Four of the following:                                | 12                  |
| BUS-215 International Business Experience             |                     |
| BUS-380 Internship (additional)                       |                     |
| COM-311 Inter-Cultural Communication                  |                     |
| ECN-335 International Economics                       |                     |
| IDS-210 Introduction to Cultural Studies              |                     |
| IDS-341 Latin American Studies Travel/Service         |                     |
| MGT-339 International Management                      |                     |
| SPA-231 Business Spanish                              |                     |
| Foreign Language (200 level)                          |                     |
| CCCU International Off-campus Studies Programs        |                     |
| International Business Institute (off-campus program) |                     |
| <b>Total</b>  | <b>57</b>           |

## INTERNATIONAL BUSINESS MINOR

| <b>Required Courses</b>             | <b>Credit Hours</b> |
|-------------------------------------|---------------------|
| BUS-317 International Business      | 3                   |
| BUS-411 Cross-cultural Business     | 3                   |
| COM-311 Intercultural Communication | 3                   |
| MGT-231 Principles of Management    | 3                   |
| MGT-339 International Management    | 3                   |
| MKT-251 Principles of Marketing     | 3                   |
| MKT-359 International Marketing     | 3                   |
| <b>Total</b>                        | <b>21</b>           |

## BUSINESS MAJOR – MANAGEMENT EMPHASIS (Bachelor of Science)

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

| <b>Business Core</b>             | <b>Credit Hours</b> |
|----------------------------------|---------------------|
| ACC-221 Accounting I             | 3                   |
| ACC-222 Accounting II            | 3                   |
| BUS-211 Business Statistics      | 3                   |
| BUS-213 Business Communication   | 3                   |
| BUS-361 Business Law             | 3                   |
| ECN-231 Macroeconomics           | 3                   |
| ECN-232 Microeconomics           | 3                   |
| FIN-341 Principles of Finance    | 3                   |
| MGT-231 Principles of Management | 3                   |

|         |                         |    |
|---------|-------------------------|----|
| MGT-432 | Strategic Management    | 3  |
| MKT-251 | Principles of Marketing | 3  |
| Total   |                         | 33 |

**Major Required Courses**

|                        | <b>Credit Hours</b>                       |    |
|------------------------|---|----|
| MGT-332                | Human Resources Management                | 3  |
| MGT-333                | Operations Management                     | 3  |
| MGT-335                | Organizational Behavior                   | 3  |
| MGT-336                | Project Management                        | 3  |
| MGT-380                | Internship                                | 3  |
| Three of the following |   | 9  |
| ACC-331                | Cost Accounting                           |    |
| BUS-317                | International Business                    |    |
| BUS-337                | Quantitative Methods & Quality Control    |    |
| CSC-116                | Introduction to Data Management           |    |
| ECN-321                | Managerial Economics                      |    |
| MGT-215                | Introduction to Sports Management         |    |
| MGT-238                | Principles of Leadership                  |    |
| MGT-334                | Purchasing Procedures                     |    |
| MGT-337                | Entrepreneurship                          |    |
| MGT-338                | Advanced Leadership Studies               |    |
| MGT-339                | International Management                  |    |
| MGT-361                | Sports Media Relations & Event Management |    |
| MGT-364                | Sport in Society                          |    |
| MKT-362                | Sports Marketing and Sales                |    |
| MGT-434                | Organizational Development & Change       |    |
| Total                  |   | 57 |

**MANAGEMENT MINOR**

|                        |   |    |
|------------------------|---|----|
| ACC-221                | Accounting I                              | 3  |
| ACC-222                | Accounting II                             | 3  |
| MGT-231                | Principles of Management                  | 3  |
| MGT-335                | Organizational Behavior                   | 3  |
| Three of the following |   | 9  |
| ACC-331                | Cost Accounting                           |    |
| BUS-317                | International Business                    |    |
| BUS-337                | Quantitative Methods & Quality Control    |    |
| CSC-116                | Introduction to Data Management           |    |
| ECN-321                | Managerial Microeconomics                 |    |
| MGT-215                | Introduction to Sports Management         |    |
| MGT-238                | Principles of Leadership                  |    |
| MGT-334                | Purchasing Procedures                     |    |
| MGT-337                | Entrepreneurship                          |    |
| MGT-338                | Advanced Leadership Studies               |    |
| MGT-339                | International Management                  |    |
| MGT-361                | Sports Media Relations & Event Management |    |
| MKT-362                | Sports Marketing and Sales                |    |
| MGT-364                | Sport in Society                          |    |
| MGT-434                | Organizational Development & Change       |    |
| Total                  |   | 21 |

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

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

| <b>Business Core</b> | <b>Credit Hours</b> |   |
|----------------------|---------------------|---|
| ACC-221              | Accounting I        | 3 |
| ACC-222              | Accounting II       | 3 |
| BUS-211              | Business Statistics | 3 |

|         |                          |   |
|---------|--------------------------|---|
| BUS-213 | Business Communication   | 3 |
| BUS-361 | Business Law             | 3 |
| ECN-231 | Macroeconomics           | 3 |
| ECN-232 | Microeconomics           | 3 |
| FIN-341 | Principles of Finance    | 3 |
| MGT-231 | Principles of Management | 3 |
| MGT-432 | Strategic Management     | 3 |
| MKT-251 | Principles of Marketing  | 3 |

Total .....33

**Major Required Courses**

**Credit Hours**

|         |                             |   |
|---------|-----------------------------|---|
| MKT-350 | Marketing Management        | 3 |
| MKT-352 | Marketing Research          | 3 |
| MKT-353 | Marketing Communications    | 3 |
| MKT-380 | Internship                  | 3 |
| MKT-452 | Marketing Problems/Strategy | 3 |

Three of the following: .....9

- BUS-317 International Business
- COM-361 Advertising Practices
- MGT-215 Introduction to Sports Management
- MGT-337 Entrepreneurship
- MGT-361 Sports Media Relations & Event Management
- MGT-364 Sport in Society
- MKT-355 Retailing
- MKT-357 Consumer Behavior
- MKT-358 Sales Management
- MKT-359 International Marketing
- MKT-362 Sports Marketing and Sales

Total .....57

**MARKETING MINOR**

**Required Courses**

**Credit Hours**

|         |                             |   |
|---------|-----------------------------|---|
| MKT-251 | Principles of Marketing     | 3 |
| MKT-350 | Marketing Management        | 3 |
| MKT-352 | Marketing Research          | 3 |
| MKT-452 | Marketing Problems/Strategy | 3 |

Three of the following: .....9

- BUS-317 International Business
- COM-262 Advertising Principles
- COM-361 Advertising Practices
- MGT-215 Introduction to Sports Management
- MGT-361 Sports Media Relations & Event Management
- MGT-364 Sport in Society
- MKT-353 Marketing Communications
- MKT-355 Retailing
- MKT-357 Consumer Behavior
- MKT-358 Sales Management
- MKT-359 International Marketing
- MKT-362 Sports Marketing and Sales

Total .....21

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

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

**Business Core**

**Credit Hours**

|         |                        |   |
|---------|------------------------|---|
| ACC-221 | Accounting I           | 3 |
| ACC-222 | Accounting II          | 3 |
| BUS-211 | Business Statistics    | 3 |
| BUS-213 | Business Communication | 3 |
| BUS-361 | Business Law           | 3 |

|         |                          |    |
|---------|--------------------------|----|
| ECN-231 | Macroeconomics           | 3  |
| ECN-232 | Microeconomics           | 3  |
| FIN-341 | Principles of Finance    | 3  |
| MGT-231 | Principles of Management | 3  |
| MGT-432 | Strategic Management     | 3  |
| MKT-251 | Principles of Marketing  | 3  |
| Total   |                          | 33 |

| <b>Major Required Courses</b> |   | <b>Credit Hours</b> |
|-------------------------------|---|---------------------|
| MGT-215                       | Introduction to Sports Management         | 3                   |
| MGT-361                       | Sports Media Relations & Event Management | 3                   |
| MGT-364                       | Sport in Society                          | 3                   |
| MGT-380                       | Internship                                | 3                   |
| MKT-362                       | Sports Marketing & Sales                  | 3                   |
| Three of the following:       |   | 9                   |
| MGT-238                       | Principles of Leadership                  |                     |
| MGT-332                       | Human Resources Management                |                     |
| MGT-337                       | Entrepreneurship                          |                     |
| MKT-350                       | Marketing Management                      |                     |
| MKT-353                       | Marketing Communications                  |                     |
| MKT-358                       | Sales Management                          |                     |
| MKT-452                       | Marketing Problems/Strategy               |                     |
| Total                         |   | 57                  |

## SPORTS MANAGEMENT MINOR

| <b>Required Courses</b> |   | <b>Credit Hours</b> |
|-------------------------|---|---------------------|
| MGT-215                 | Introduction to Sports Management         | 3                   |
| MGT-231                 | Principles of Management                  | 3                   |
| MGT-361                 | Sports Media Relations & Event Management | 3                   |
| MGT-364                 | Sport in Society                          | 3                   |
| MKT-251                 | Principles of Marketing                   | 3                   |
| MKT-362                 | Sports Marketing & Sales                  | 3                   |
| One of the following:   |   | 3                   |
| MGT-332                 | Human Resources Management                |                     |
| MGT-337                 | Entrepreneurship                          |                     |
| MGT-238                 | Principles of Leadership                  |                     |
| MKT-350                 | Marketing Management                      |                     |
| MKT-353                 | Marketing Communications                  |                     |
| MKT-358                 | Sales Management                          |                     |
| MKT-452                 | Marketing Problems/Strategy               |                     |
| Total                   |   | 21                  |

## COURSE DESCRIPTIONS

### Department Level/Course Name

### Credits/Frequency

(See page 53 for codes)

#### ACCOUNTING

**ACC-221 Accounting I** 3/2  
 An introduction to the fundamental principles of financial accounting. Accounting cycle, asset valuation, short-term liabilities, payroll, income determination, and financial reporting are emphasized.

**ACC-222 Accounting II** 3/2  
 A continuation of ACC-221 and managerial accounting topics. Long-term liabilities, owner's equity, cash flow and interpretation of financial statements. Cost accounting and managerial accounting and analysis will be introduced. Prerequisite: ACC-221

- ACC-321 Intermediate Accounting I** 3/2  
The practice and theory of accounting as applied to assets and liabilities. Emphasis on developing analytical abilities and applying accounting principles to a wide variety of business situations. Prerequisite: ACC-222
- ACC-322 Intermediate Accounting II** 3/2  
The practice and theory of accounting as applied to stockholders' equity, leases, pensions, revenue recognition, tax allocation, and financial reporting and analysis. Prerequisite: ACC-321
- ACC-327 Taxation** 3/4  
Federal income tax structure as related to individuals, partnerships, and corporations. Problems intended to provide an understanding of the theory, law, and regulations. Prerequisite: ACC-222
- ACC-331 Cost Accounting** 3/4  
Accounting functions in the manufacturing environment. Product costing, overhead cost analysis, standard costs, activity based costing, variance analysis, contribution accounting, flexible budgeting, and responsibility center accounting. Prerequisite: ACC-222
- ACC-332 Accounting Information Systems** 3/4  
Students will learn to apply their knowledge about accounting transactions to various accounting information systems. Topics will include the sources of accounting data, entry, processing, storage and output. Students will be able to identify various internal controls throughout the flow. The need for and control of changes in accounting systems will be analyzed. Prerequisite: ACC-222
- ACC-380 Internship** 1-6/1  
This course will be aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in accounting. Prerequisite: Permission of internship instructor. See page 40 for internship requirements.
- ACC-421 Advanced Accounting** 3/4  
A study of specialized accounting topics. Emphasis is placed on accounting for business combinations. Additional topics include partnerships, governmental, nonprofit organizations, estates and trusts, and accounting procedures for insolvency. Prerequisite: ACC-321
- ACC-423 Auditing** 3/4  
Functions of financial audits and auditors' reports, audit evidence and techniques, internal control review and evaluation, application to selected financial statement topics, applications of statistics, audit of EDP systems, auditors' ethical and legal responsibilities. Prerequisite: ACC-321, ACC-332, BUS-211
- BUSINESS**
- BUS-211 Business Statistics** 3/1  
Descriptive statistics including measures of central tendency and standard deviation, time series analysis, statistical inference with emphasis upon testing of hypotheses and measures of association, and application of these techniques to decision-making and planning. Emphasis is placed on methods for defining, researching, analyzing, and evaluating problems found in business. Prerequisite: Core requirement in Math
- BUS-213 Business Communications** 3/2  
The study of effective communication as applied to business organizations. Focuses on the essential forms of business communications: letters, memoranda, reports, work group communication and presentations. It will emphasize clear, accurate and concise writing in a variety of professional settings. In addition, it will also teach the communication skills necessary to thrive in business graduate school. A working knowledge of word processing software will be assumed. Prerequisite: COM-112 and ENG-212.
- BUS-215 International Business Experience (ECN-215)** 3/2  
This course provides opportunity for participants to acquire a hands-on overview of global business challenges and opportunities. With experienced faculty and practitioner as guides, participants will tour selected country firms and organizations and visit with industry executives with the purpose of exploring country-specific business practices and cultures.
- BUS-241 Personal Financial Planning** 3/6  
A study of the principles and practices of personal money management. Topics include: budgeting, taxes, banking, credit, investments, retirement, and estate planning. This course does not count toward any Business or Computer majors/minors.
- BUS-280 Topics in Business** 1-3/6
- BUS-317 International Business** 3/2  
A study of international business systems within the context of the challenges of globalization. Emphasis is on fundamental economic theory and trade arguments, international monetary systems, international organizations, the role of trading blocs in regional integration, foreign direct investments, and international environmental forces, including ethical and legal considerations. Prerequisite: MKT-251 or MGT-231

|  |   |              |
|--|---|--------------|
| <b>BUS-337</b>   | <b>Quantitative Methods and Quality Control</b> | <b>3/6</b>   |
| Inspection techniques and statistical quality control as it applies to production processes and purchasing function. Prerequisite: BUS-211   |   |              |
| <b>BUS-361</b>   | <b>Business Law</b>                             | <b>3/1</b>   |
| A study of the legal process, negligence, wills, trusts and estates, property law, contracts, negotiable instruments, bank deposits, secured transactions, bankruptcy, business enterprises, administrative law, agency and employment law. Emphasis is placed on the practical application of legal concepts in the business world and the relationship between the Bible and the concepts in business law. |   |              |
| <b>BUS-380</b>   | <b>Internship</b>                               | <b>1-6/1</b> |
| This course will be aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations. Prerequisite: Permission of internship instructor. See page 40 for internship requirements.  |   |              |
| <b>BUS-411</b>   | <b>Cross-Culture Business</b>                   | <b>3/4</b>   |
| A discussion forum for analyzing, understanding and integrating the elements of cross-cultural environments in international business management. Focus is on cross-cultural challenges in globalization, global communications and differences, alliances, international negotiations and ethical considerations, relationships and synergy, and regional integration. Prerequisite: BUS-317                |   |              |
| <b>BUS-470</b>   | <b>Directed Readings</b>                        | <b>1-3/6</b> |
| <b>BUS-480</b>   | <b>Advanced Topics</b>                          | <b>1-3/6</b> |
| <b>BUS-490</b>   | <b>Independent Study</b>                        | <b>1-3/6</b> |

## COMPUTER INFORMATION SYSTEMS

|  |  |              |
|--|--|--------------|
| <b>CSC-112</b>   | <b>Introduction to Spreadsheets</b>    | <b>1/6</b>   |
| An understanding of spreadsheets and their use in financial applications.  |  |              |
| <b>CSC-113</b>   | <b>Intermediate Spreadsheets</b>       | <b>1/6</b>   |
| This course is a continuation of the study of Microsoft Excel. The objective is to enable the students to use many of the more important and complex features of Excel. Topics such as the following will be covered: conditional and logical functions, pivot tables, data consolidation, worksheet outlining, goal seeking problem solver and scenario manager. Prerequisite: CSC-112 Introduction to Spreadsheets or permission of instructor.  |  |              |
| <b>CSC-116</b>   | <b>Introduction to Data Management</b> | <b>3/2</b>   |
| This course is an introduction to the application programs of Excel and Access and their use in managing data. Data management, security and design issues are discussed.  |  |              |
| <b>CSC-121</b>   | <b>Introduction to Programming</b>     | <b>4/6</b>   |
| This is the first course in programming. Topics include the design, coding, testing, and documentation of programs written in a modern high-level language. Fundamental issues of object-oriented programming, efficiency, and complexity are introduced in the context of programming and problem solving.  |  |              |
| <b>CSC-151</b>   | <b>Hardware and Software Concepts</b>  | <b>3/6</b>   |
| A breadth-first introduction to Computer Science and Information Systems, emphasizing hardware, operating systems, and programming. Desktop computer hardware is described theoretically, with application to computer assembly, troubleshooting, and repair. Operating systems functions and components are studied, with application to system installation and maintenance. Network technologies are surveyed, and fundamental concepts of programming are introduced through HTML and scripting. |  |              |
| <b>CSC-221</b>   | <b>Visual Basic</b>                    | <b>3/6</b>   |
| An introduction to programming using Visual Basic. This course introduces programming concepts specifically applied to the object-oriented environment of Windows. Prerequisite: Experience with Windows-based applications.   |  |              |
| <b>CSC-222</b>   | <b>Introduction to Web Development</b> | <b>3/6</b>   |
| This course will focus on the basics of Web site structure, including HTML, and Cascading Style Sheets. It will also introduce database integration.   |  |              |
| <b>CSC-380</b>   | <b>Internship</b>                      | <b>1-6/6</b> |
| Practical work experience in a situation where decisions are made concerning equipment or programming or workflow operations. Prerequisite: Permission of instructor. See page 40 for internship requirements.   |  |              |
| <b>CSC-470</b>   | <b>Directed Readings</b>               | <b>1-3/6</b> |
| Typically, a student selection of readings in Computer related topics. Consultation with Business/Computer faculty and a complete application form is required. Prerequisites: See General Requirements.   |  |              |

**CSC-480     Advanced Topics** **1-3/6**  
Topics of current interest are offered to introduce new course material and to enhance the Business/Computer majors. Prerequisites: To be determined when scheduled.

**CSC-490     Independent Study** **1-3/6**  
The study of Computer related topics chosen by the student in consultation with Business/Computer faculty. A complete application form is required. Prerequisites: See General Requirements.

## **ECONOMICS**

**ECN-215     International Business Experience**  
This course provides opportunity for participants to acquire a hands-on overview of global business challenges and opportunities. With experienced faculty and practitioners as guides, participants will tour selected country firms and organizations and visit with industry executives with the purpose of exploring country-specific business practices and cultures.

**ECN-231     Macroeconomics** **3/2**  
Emphasis upon macroeconomic theories, principles and theories of national income determination, consumption, investment, savings, business cycles, prices and money, the banking system, monetary and fiscal policy.

**ECN-232     Microeconomics** **3/2**  
Emphasis upon general microeconomic theory, an introduction to theories of consumer behavior, product demand, cost and supply, production, the firm and its markets, capital and pricing factors.

**ECN-321     Managerial Economics** **3/4**  
This course is designed to provide students with the tools from intermediate microeconomics, game theory, and industrial organization that they need to make sound managerial decisions. Topics include present value analysis, supply and demand, regression, indifference curves, isoquants, production, costs, and the basic models of perfect competition. Readings include essays by several Nobel Prize-winning economists. Prerequisite: ECN-232 Microeconomics

**ECN-331     Research in Economics** **3/6**  
Under supervision of a faculty member, this course is designed to expose students to the process of conducting independent research in empirical economics and effectively communicating the results of the research. Qualified students receive valuable training in applied economic research and quantitative and qualitative research methods. The course begins with an econometric analysis of an assigned economic question and culminates in each student choosing an original topic, performing appropriate analysis, and delivering oral and written project reports. Prerequisite: BUS-211 Business Statistics and ECN-321 Intermediate Microeconomics

**ECN-334     Money & Banking** **3/4**  
This course will focus on the role of money in the economy. Topics include money flows, the Federal Reserve System, banking regulation and performance. Prerequisite: ECN-231, ECN-232

**ECN-335     International Economics** **3/4**  
A detailed study of international trade and finance with both macro and micro applications. Topics include international accounting standards, exchange rates, foreign direct investment, international markets and financial control in an international setting. Prerequisites: Either ECN-231 or ECN-232.

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

**ECN-460     Entertainment Industries Economics** **3/6**  
Entertainment Industries is an overview of the business aspects of the entertainment industry using the principles of economics and business. The course will focus on supply, demand, and industry structure in the following areas: music, theater, and film. The course will use both micro and macroeconomics to analyze the business of the entertainment industry. The approach will require demographic and sociological analysis also. These cultural industries will also be looked at in terms of integration of faith and learning; that is, what is the Christian's role in and response to entertainment.

**ECN-480     Advanced Topics** **1-3/6**

## **FINANCE**

**FIN-341     Principles of Finance** **3/1**  
Basic theoretical framework for decision-making in financial management. Role of the financial manager in capital budgeting, investing and financing activities. Prerequisites: ACC-222 or concurrent with ACC-222

**FIN-342     Corporate Finance** **3/2**  
This course will focus on business application of the principles of finance. Business case studies will be used to relate financial theory to business practice. Current financial topics will be analyzed. Prerequisite: FIN-341

- FIN-371 Investments** 3/2  
This course will focus on the allocation of capital in the capital markets. Topics include the operation and regulation of investment markets, investment asset classes, portfolio management, analysis of risk and return and investment trading. Prerequisite: FIN-341
- FIN-372 Securities Brokerage** 3/4  
This course will focus on the securities industry and the brokerage business. Topics include financial ethics, the regulatory environment, client relations, investment planning, security analysis and transaction procedures. Prerequisite: FIN-341, FIN-371
- FIN-373 Real Estate Management & Investment** 3/4  
This course will focus on the basic principles of real estate management and investment. Topics include real estate markets, characteristics of real estate, appraising methods, government regulation, licensing and ethical considerations. Prerequisite: FIN-341
- FIN-374 Insurance and Risk Management** 3/4  
This course will focus on the basic principles of insurance and risk management. Topics include personal and business insurance vehicles, business exposure, types of coverage and minimizing risk. Prerequisite: FIN 341
- FIN-376 Management of Financial Institutions** 3/4  
This course will focus on the financial management of retail banks, commercial banks and other financial intermediaries. Topics include risk management, asset composition, capital adequacy, liquidity and the regulatory environment. Prerequisite: FIN 341
- FIN-380 Internship** 1-6/1  
This course will be aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in finance. Prerequisite: Permission of internship instructor. See page 40 for internship requirements.

## MANAGEMENT

- MGT-215 Introduction to Sports Management** 3/2  
An overview of the diverse field of Sport Management. This course includes an in-depth examination of various careers, training and necessary courses of study. Additionally, management skills along with related speaking and writing competencies are emphasized.
- MGT-231 Principles of Management** 3/2  
An introduction to the management function within an organization. Principles of planning, organization, directing, staffing, and controlling.
- MGT-238 Principles of Leadership** 3/2  
Students will engage in a basic study of current theories of leadership. Through a variety of presentation methods, small group work, self-reflection, and peer review, students will observe and practice leadership principles, while identifying personal styles and preferences.
- MGT-270 Readings In Leadership** 1/6  
This is primarily a readings course, which requires the student to read leadership literature, interview a leader, and write a personal philosophy of leadership. In these activities, the student will analyze, synthesize, and evaluate findings.
- MGT-332 Human Resources Management** 3/2  
The objectives, functions, and organization of personnel programs; recruitment, selection, training, evaluation, development, and promotion; wage incentives, fringe benefits, OSHA, and the collective bargaining process. Prerequisite: MGT-231
- MGT-333 Operations Management** 3/2  
This course is a survey of operations management and will focus on the systematic planning, design and operation of processes required for the production of goods and services. This course covers operations, management tools, quality issues and process reengineering. Prerequisite: MGT-231
- MGT-334 Purchasing Procedure** 3/6  
The objectives and contribution of purchasing function and coordination of purchasing with other business functions. Description of materials, management, value analysis, and purchasing research. Source selection, evaluation, development, and negotiations are also discussed.
- MGT-335 Organizational Behavior** 3/2  
Presents integrative theory of organization behavior. Human motivation as influenced by leadership, the organization itself, and social environment. Prerequisite: MGT-231
- MGT-336 Project Management** 3/2  
This course will examine key factors related to successful completion of large or complex projects. It will emphasize project planning, organization, selection, budgeting, controlling, termination, building and leading teams. Prior spreadsheet knowledge is expected. Prerequisite: MGT-231

**MGT-337 Entrepreneurship** 3/4  
Fundamental principles of management in a small business environment. Emphasis on the managerial considerations involved in establishing, planning, and financing a new business, as well as operating a going concern. Prerequisite: ACC-221, MGT-231, MKT-251.

**MGT-338 Advanced Leadership Studies** 3/4  
This class will build on the notion that leadership is about relationships with an emphasis on Bible-friendly models. Chaos theory as applied to organizations will be examined regarding planning methodologies. Additional major topics include: leading a time of rapid change, Kouzes & Posner's LPI model, and Leadership Development; both self-development and as a management consultant. Prerequisite: MGT-238

**MGT-339 International Management** 3/4  
A focus on management challenges associated with developing strategies and managing the operations of enterprises whose activities stretch across national boundaries. International firms will be examined with special emphasis on the management of resources and production. Prerequisite: MGT-231

**MGT-361 Sports Media Relations & Event Management** 3/4  
Creating the goals and philosophy of events, event planning and scripting, entertainment programming, security, traffic and first-aid services, managing relations with the media, connecting with the community and philanthropic alignment. Practical field experience would be included. Prerequisite MGT 215 (concurrent)

**MGT-364 Sport in Society** 3/4  
Interaction between social institutions and sports. Inquiry into how various behavior, psychological and social variables interact in the culture of sport, trends and patterns of change in the culture of sport. Practical field experience would be included. Prerequisite MGT 215 (concurrent)

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

**MGT-432 Strategic Management** 3/2  
This course is the senior level capping course designed to integrate the knowledge and techniques studied in other courses such as accounting, economics, finance, management, marketing, and quantitative methods. It is also designed to provide experience in formulating organizational strategies and policies for meeting specified organizational strategic and operational goals. The case and business game approach is used. Prerequisite: senior status

**MGT-434 Organizational Theory, Development and Change** 3/6  
This course focuses on organizational theory with a special emphasis on the organizational development cycle and change management techniques. Prerequisites: MGT-231, MGT-335

## MARKETING

**MKT-251 Principles of Marketing** 3/2  
An introduction to marketing centered on the areas of product, pricing, distribution, and promotion with specific application to market orientation and the marketing function.

**MKT-350 Marketing Management** 3/2  
A systematic assessment of the roles, responsibilities and tools of the marketing manager and how these are used to develop marketing plans and strategies. Application to current situations will be emphasized. Prerequisite: MKT-251, junior status

**MKT-352 Marketing Research** 3/4  
An analysis of research methodology, including both quantitative and qualitative traditions of inquiry and the skills needed to conduct market research and resolve marketing related problems. Emphasis will be placed on the mechanics of basic market research. Prerequisites: MKT-251, BUS-211

**MKT-353 Marketing Communications and COM-262 Advertising Principles** 3/2  
An integrated study of the strategy and methods of advertising campaigns, including print, radio, television, Internet, direct mail, public relations and viral marketing. This course provides "hands-on" practice working with real clients and businesses, emphasizing message elements, primary research, the creative process, copywriting and pitching ideas in oral presentations. Prerequisite: COM-112

**MKT-355 Retailing** 3/4  
A study of topics related to retail businesses. Topics include management methods, location analysis, store organization, personnel planning, merchandising, buying and pricing techniques, identifying target markets, public relations, and cost management.

- MKT-357 Consumer Behavior** 3/4  
Develops awareness of various aspects of consumer motivation and behavior. Provides understanding of influences of business and environment and how each will affect consumer purchase decisions. Prerequisite: MKT-251
- MKT-358 Sales Management** 3/4  
Analyzes development and administration of the sales effort within the marketing organization. Included will be an assessment of the administrative functions required to manage the sales function as well as personal skills needed to function in a sales environment. Prerequisite: MKT-251
- MKT-359 International Marketing** 3/4  
A study of global markets within the context of general, regional and country-specific environmental forces, including managerial challenges of implementing international marketing strategies. Emphasis is on environmental analysis, international marketing strategies, and current international marketing issues, including the challenges of standardization, adaptation, marketing laws and ethical considerations and practices. Prerequisite: MKT-251.
- MKT-362 Sports Marketing and Sales** 3/4  
Marketing mix and its connection to the strategic plan of the organization; identification and critique of the major marketing strategies in sport, preparing local economic analysis necessary to develop a sales program strategy, creating a program of incentives for sales personnel. Practical field experience would be included. Prerequisite MGT 215 (concurrent) and MKT 251.
- MKT-380 Internship** 1-6/1  
This course will be aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in marketing. Prerequisite: Permission of internship instructor. See page 59 for internship requirements.
- MKT-452 Marketing Problems/Strategy** 3/2  
An in-depth view of marketing strategies and how they are employed to identify and resolve today's marketing problems, including ethical considerations. Emphasis is on case analysis, concepts applications based on identifiable controllable and uncontrollable forces, the integration and synergy of marketing programs. Prerequisites: MGT-231, MKT-251, junior status