



Cornerstone
UNIVERSITY®
BUILD A LIFE THAT MATTERS

Grand Rapids, Michigan

BUSINESS

DIVISION



Rachel Hammond
Division Chair

The division has a threefold purpose: first, to prepare students for professional roles in organizations to influence the world for Christ; second, to prepare students to serve in professional roles within Christian and non-profit organizations; and finally, to prepare students for graduate study in business.

DEGREES

Bachelor of Science (B.S.)

MAJORS

Accounting
Business Administration
Computer Information Systems
Business Economics
Business Finance
International Business
Business Management
Business Marketing
Non-Profit Administration
Sports Management

MINORS

Accounting
Business Administration
Computer Information Systems
Business Economics
Business Finance
International Business
Business Management
Business Marketing
Non-Profit Administration
Sports Management

FACULTY

Detwiler, Timothy J., Professor of Business; B.A., Cedarville College; M.A., Temple University; Ph.D., Pennsylvania State University

Fleenor, Victoria, Assistant Professor of Business; B.A., Cedarville College; B.S., Aquinas College; M.S., Grand Valley State University

Hammond, Rachel M., Assistant Professor of Business (Chair); B.A., Cornerstone University; M.M., Aquinas College; D.B.A., A.B.D., Anderson University

Loiselle, Christopher, Assistant Professor of Accounting; B.B.A., Western Michigan University; M.B.A., Western Michigan University

Newhouse, Shawn M., Vice President for Traditional Undergraduate Academics and Associate Professor of Business; B.S., Taylor University; M.B.A., Taylor University; D.B.A., Anderson University

VanPutten, April A., Assistant Professor of Business; B.A., Cornerstone University; M.B.A., Grand Valley State University

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 54).

Students Bound for Business Graduate School – Cornerstone University has established a special agreement for traditional undergraduate students who wish to earn their master’s degree through the CU Professional & Graduate Studies unit of the university. Students can earn their MBA degree within 1 year of graduating from their undergraduate program. Students should contact their undergraduate advisor or the PGS enrollment office at (800) 947-2382 for more information.

MAJORS & MINORS

ACCOUNTING MAJOR *(Bachelor of Science) (does not require 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
CIS-211 Foundations of Information Systems	3
ECN-231 Macroeconomics	3
ECN-232 Microeconomics	3
FIN-341 Principles of Finance	3
MGT-231 Principles of Management	3
MGT-432 Capstone Seminar: Strategic Management	3
MKT-251 Principles of Marketing	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
<i>Four courses from the following:</i>	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*) (*requires a minor*)

Required Courses	Credit Hours
ACC-221 Accounting I	3
ACC-222 Accounting II	3
BUS-211 Business Statistics	3
BUS-213 Business Communications	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
MGT-432 Capstone Seminar: Strategic Management	3
MKT-251 Principles of Marketing	3
<i>Two upper level electives in:</i>	
Accounting, Business, Economics, Finance, Computer Information Systems, Management or Marketing	6
Total	42

BUSINESS ADMINISTRATION MINOR

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

COMPUTER INFORMATION SYSTEMS MAJOR (*Bachelor of Science*) (*does not require a minor*)

Required Courses		Credit Hours
ACC-221	Accounting I	3
ACC-222	Accounting II	3
BUS-211	Business Statistics	3
BUS-213	Business Communications	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-336	Project Management	3
MGT-432	Strategic Management	3
MKT-251	Principles of Marketing	3
CIS-211	Foundations of Information Systems	3
CIS-216	Introduction to Data Management	3
CIS-218	Introduction to Application Development	3
CIS-331	Web Development	3
CIS-332	Systems Analysis and Design	3
CIS-352	Data Communications	3
CIS-380	Internship	3
Total		57

COMPUTER INFORMATION SYSTEMS MINOR

Required Courses		Credit Hours
MGT-336	Project Management *	3
CIS-211	Foundations of Information Systems	3
CIS-216	Introduction to Data Management	3
CIS-218	Introduction to Application Development	3
CIS-332	Systems Analysis & Design	3
CIS-352	Data Communications	3
<i>One of the following:</i>		<i>3</i>
CIS-280	Topics in Computer Information Systems	
CIS-331	Web Development	
CIS-380	Internship	
CIS-470	Directed Readings	
CIS-480	Advanced CIS Topics	
CIS-490	Independent Study	
Total		21

* prerequisite required

BUSINESS ECONOMICS MAJOR (*Bachelor of Science*) (*does not require a minor*)

Required Courses		Credit Hours
ACC-221	Accounting I	3
ACC-222	Accounting II	3
BUS-211	Business Statistics	3
BUS-213	Business Communications	3
BUS-241	Personal Financial Planning	3
BUS-361	Business Law	3
ECN-231	Macroeconomics	3
ECN-232	Microeconomics	3
ECN-321	Managerial Economics	3
ECN-334	Money & Banking	3
ECN-335	International Economics	3
ECN-336	Economic Development	3
ECN-380	Internship	3
FIN-341	Principles of Finance	3
MGT-231	Principles of Management	3
MGT-432	Capstone Seminar: Strategic Management	3
MKT-251	Principles of Marketing	3

<i>Two of the following:</i>	6
CMI-222	Poverty and Justice
ECN/BUS-215	International Business Experience
ECN-331	Research in Economics
ECN-360	Entertainment Industries Economics
ECN-470	Directed Readings (in economics)
ECN-480	Advanced Topics in Economics
ECN-490	Independent Study (in economics)
HIS-327	History of American Foreign Relations
PHI-311	Modern Political Philosophy
PHI-413	Globalization and Localization
SSC-312	World Affairs
<i>You may choose from one of the following as part of 'two of the following:'</i>	
CIS-211	Foundations of Information Systems
CIS-216	Introduction to Data Management
CIS-218	Introduction to Application Development
<i>You may choose from one of the following as part of 'two of the following:'</i>	
MAT-131	Calculus
MAT-233	Differential Equations
MAT-241	Applied Linear Algebra
Total	57

BUSINESS 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
<i>Two of the following:</i>	6	
BUS-241	Personal Financial Planning	
ECN-331	Research in Economics	
ECN-334	Money & Banking	
ECN-336	Economic Development	
ECN-380	Internship (in economics)	
ECN-360	Entertainment Industries Economics	
ECN-470	Directed Readings (in economics)	
ECN-480	Advanced Topics in Economics	
ECN-490	Independent Study (in economics)	
Total	21	

BUSINESS FINANCE MAJOR *(Bachelor of Science) (does not require 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 Communications	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	Capstone Seminar: Strategic Management	3
MKT-251	Principles of Marketing	3

<i>Four of the following:</i>	12
ECN-321	Managerial Economics
ECN-335	International Economics
ECN-336	Economic Development
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
MGT-341	Fund Development
MKT-353	Marketing Communications
<i>You may choose from one of the following as part of 'four of the following:'</i>	
CIS-211	Foundations of Information Systems
CIS-216	Introduction to Data Management
CIS-218	Introduction to Application Development
Total	60

BUSINESS FINANCE MINOR

Required Courses	Credit Hours
ECN-334	Money & Banking *
FIN-341	Principles of Finance *
FIN-342	Corporate Finance.....
FIN-371	Investments.....
<i>Three of the following:</i>	9
ECN-321	Managerial Economics
ECN-335	International Economics
ECN-336	Economic Development
FIN-372	Securities Brokerage
FIN-373	Real Estate Management & Investment
FIN-374	Insurance and Risk Management
FIN-376	Management of Financial Institutions
MGT-341	Fund Development
Total	21

* prerequisite required

INTERNATIONAL BUSINESS MAJOR (*Bachelor of Science*) (*does not require a minor*)

Required Courses	Credit Hours
ACC-221	Accounting I
ACC-222	Accounting II
BUS-211	Business Statistics.....
BUS-213	Business Communications.....
BUS/ECN-215	International Business Experience.....
BUS-317	International Business.....
BUS-361	Business Law
BUS-380	Internship
ECN-231	Macroeconomics
ECN-232	Microeconomics.....
FIN-341	Principles of Finance.....
MGT-231	Principles of Management.....
MKT-251	Principles of Marketing.....
MKT-359	International Marketing
MGT-432	Capstone Seminar: Strategic Management
<i>Four of the following:</i>	12
BUS-380	Internship (additional)
BUS-470	Directed Readings
COM-311	Intercultural Communication
ECN-335	International Economics
ECN-336	Economic Development
MGT-339	International Management
Foreign Language (200 level or higher)	
Latin American Studies Program	
CCCU International Off-campus Studies Programs	
International Business Institute (off-campus program)	

You may choose from one of the following as part of 'four of the following:'

CIS-211	Foundations of Information Systems
CIS-216	Introduction to Data Management
CIS-218	Introduction to Application Development

Total..... 57

INTERNATIONAL BUSINESS MINOR

Required Courses		Credit Hours
BUS/ECN-215	International Business Experience.....	3
BUS-317	International 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
Total.....		21

BUSINESS MANAGEMENT MAJOR (*Bachelor of Science*) (*does not require a minor*)

Required Courses		Credit Hours
ACC-221	Accounting I.....	3
ACC-222	Accounting II.....	3
BUS-211	Business Statistics.....	3
BUS-213	Business Communications.....	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-333	Operations Management.....	3
MGT-335	Organizational Behavior.....	3
MGT-336	Project Management.....	3
MGT-380	Internship.....	3
MGT-432	Capstone Seminar: Strategic Management.....	3
MKT-251	Principles of Marketing.....	3
<i>One of the following:</i>		3
MGT-330	Human Resources Management for Non-Profits	
MGT-332	Human Resources Management	
<i>Three of the following:</i>		9
BUS-317	International Business	
ECN-321	Managerial Economics	
MGT-215	Introduction to Sports Management	
MGT-221	Introduction to Non-Profit Administration	
MGT-238	Principles of Leadership	
MGT-337	Entrepreneurship	
MGT-338	Advanced Leadership Studies	
MGT-339	International Management	
MGT-341	Fund Development	
MGT-343	Non-Profit Law and Governance	
MGT-361	Sports Media Relations & Event Management	
MGT-364	Sport in Society	
MGT-434	Organizational Development & Change	
You may choose from one of the following as part of 'three of the following:'		
CIS-211	Foundations of Information Systems	
CIS-216	Introduction to Data Management	
CIS-218	Introduction to Application Development	
Total.....		57

BUSINESS MANAGEMENT MINOR**Credit Hours**

ACC-221	Accounting I	3
ACC-222	Accounting II	3
MGT-231	Principles of Management	3
MGT-335	Organizational Behavior	3
<i>Three of the following:</i>		9
BUS-317	International Business	
ECN-321	Managerial Economics	
MGT-215	Introduction to Sports Management	
MGT-221	Introduction to Non-Profit Administration	
MGT-238	Principles of Leadership	
*MGT-330	Human Resource Management for Non-Profits	
*MGT-332	Human Resources Management	
MGT-333	Operations Management	
MGT-336	Project Management	
MGT-337	Entrepreneurship	
MGT-338	Advanced Leadership Studies	
MGT-339	International Management	
MGT-341	Fund Development	
MGT-343	Non-Profit Law and Governance	
MGT-361	Sports Media Relations & Event Management	
MGT-364	Sport in Society	
MGT-434	Organizational Development & Change	

Total **21**** Students can only take one Human Resources course as an elective***BUSINESS MARKETING MAJOR** *(Bachelor of Science) (does not require a minor)***Required Courses****Credit Hours**

ACC-221	Accounting I	3
ACC-222	Accounting II	3
BUS-211	Business Statistics	3
BUS-213	Business Communications	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	Capstone Seminar: Strategic Management	3
MKT-251	Principles of Marketing	3
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	
MGT-215	Introduction to Sports Management	
MGT-221	Introduction to Non-Profit Administration	
MGT-336	Project Management	
MGT-337	Entrepreneurship	
MGT-361	Sports Media Relations & Event Management	
MKT-355	Retailing	
MKT-357	Consumer Behavior	
MKT-358	Sales Management	
MKT-359	International Marketing	
MKT-362	Sports Marketing and Sales	
COM-361	Advertising Practices	

You may choose from one of the following as part of 'three of the following:'

CIS-211	Foundations of Information Systems	
CIS-216	Introduction to Data Management	
CIS-218	Introduction to Application Development	

Total **57**

BUSINESS 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
<i>One of the following:</i>	3
BUS-211 Business Statistics	
MAT-151 Statistics	
<i>Two of the following:</i>	6
BUS-317 International Business	
MGT-215 Introduction to Sports Management	
MGT-221 Introduction to Non-Profit Administration	
MGT-336 Project Management	
MGT-337 Entrepreneurship	
MGT-361 Sports Media Relations & Event Management	
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	
COM-361 Advertising Practices	
Total	21

NON-PROFIT ADMINISTRATION MAJOR (*Bachelor of Science*) (*does not require a minor*)

Required Courses	Credit Hours
ACC-221 Accounting I	3
ACC-222 Accounting II	3
BUS-211 Business Statistics	3
BUS-213 Business Communications	3
BUS-361 Business Law	3
ECN-231 Macroeconomics	3
ECN-232 Microeconomics	3
FIN-341 Principles of Finance	3
MGT-221 Introduction to Non-Profit Administration	3
MGT-231 Principles of Management	3
MGT-238 Principles of Leadership	3
MGT-330 Human Resources Management for Non-Profits	3
MGT-336 Project Management	3
MGT-341 Fund Development	3
MGT-343 Non-Profit Law & Governance	3
MGT-380 Internship	3
MGT-432 Capstone Seminar: Strategic Management	3
MKT-251 Principles of Marketing	3
<i>One of the following:</i>	3
CMI-243 Intro to Intercultural Studies	
ECN-336 Economic Development	
MGT-333 Operations Management	
MKT-350 Marketing Management	
SOC-352 Intercultural Communication	
SWK-111 Introduction to Social Work	
CIS-211 Foundations of Information Systems	
CIS-216 Introduction to Data Management	
CIS-218 Introduction to Application Development	
Total	57

Continued on next page

NON-PROFIT ADMINISTRATION MINOR

Required non-profit related courses

MGT-221	Introduction to Non-Profit Administration.....	3
MGT-231	Principles of Management.....	3
MGT-330	Human Resources Management for Non-Profits.....	3
MGT-341	Fund Development.....	3
MGT-343	Non-Profit Law & Governance.....	3
<i>Two of the following:</i>		6
CMI-243	The Intercultural Mandate	
ECN-336	Economic Development	
MGT-238	Principles of Leadership	
MGT-333	Operations Management	
MGT-335	Organizational Behavior	
MGT-336	Project Management	
MGT-380	Internship	
MKT-350	Marketing Management	
SOC-352	Intercultural Communication	
SWK-111	Introduction to Social Work	
Total.....		21

SPORTS MANAGEMENT MAJOR (*Bachelor of Science*) (*does not require a minor*)

Required Courses

Credit Hours

ACC-221	Accounting I.....	3
ACC-222	Accounting II.....	3
BUS-211	Business Statistics.....	3
BUS-213	Business Communications.....	3
BUS-361	Business Law.....	3
ECN-231	Macroeconomics.....	3
ECN-232	Microeconomics.....	3
FIN-341	Principles of Finance.....	3
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
MGT-380	Internship.....	3
MGT-432	Capstone Seminar: Strategic Management.....	3
MKT-251	Principles of Marketing.....	3
MKT-362	Sports Marketing & Sales.....	3
<i>Three of the following:</i>		9
MGT-221	Introduction to Non-Profit Administration	
MGT-238	Principles of Leadership	
*MGT-330	Human Resource Management for Non-Profits	
*MGT-332	Human Resources Management	
MGT-335	Consumer Behavior	
MGT-336	Project Management	
MGT-337	Entrepreneurship	
MKT-350	Marketing Management	
MKT-353	Marketing Communications	
MKT-358	Sales Management	
MKT-452	Marketing Problems/Strategy	
You may choose one of the following as part of 'three of the following:'		
CIS-211	Foundations of Information Systems	
CIS-216	Introduction to Data Management	
CIS-218	Introduction to Application Development	
Total.....		57

* Students can only take one Human Resources course as an elective

SPORTS MANAGEMENT MINOR

Required Courses

	Credit Hours
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
<i>One of the following:</i>	3
MGT-221 Introduction to Non-Profit Administration	
MGT-238 Principles of Leadership	
MGT-330 Human Resource Management for Non-Profits	
MGT-332 Human Resources Management	
MGT-335 Consumer Behavior	
MGT-336 Project Management	
MGT-337 Entrepreneurship	
MKT-350 Marketing Management	
MKT-353 Marketing Communications	
MKT-358 Sales Management	
MKT-452 Marketing Problems/Strategy	
Total	21

COURSE DESCRIPTIONS

DEPARTMENT AND LEVEL/COURSE NAME

CREDITS/FREQUENCY
(See page 59 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. <i>Prerequisite: ACC-221.</i>		
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. <i>Prerequisite: ACC-222.</i>		
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. <i>Prerequisite: ACC-321.</i>		
ACC-327	Taxation	3/2
Federal income tax structure as related to individuals, partnerships, and corporations. Problems intended to provide an understanding of the theory, law, and regulations. <i>Prerequisite: ACC-222.</i>		
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. <i>Prerequisite: ACC-222.</i>		
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. <i>Prerequisite: ACC-222.</i>		
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. <i>Prerequisite: Permission of internship instructor. See page 39 for internship requirements.</i>		
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. <i>Prerequisite: ACC-321.</i>		
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. <i>Prerequisites: ACC-321, ACC-332, BUS-211 or MAT-151.</i>		

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. <i>Prerequisite: Core requirement in Math.</i>		
BUS-213	Business Communications	3/1
This course is a study of the effective communication skills as applied to business organizations, including written, oral and mediated communication. An experiential learning approach will be used to apply course knowledge to creating the communication required to start a new business or non-profit.		
BUS-215	International Business Experience (ECN-215)	3/2
This course provides an 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. <i>Prerequisite: Sophomore Status</i>		

BUS-236	ENACTUS	0-2/1
The objective of ENACTUS is experiential learning through community projects. Students will continually develop, innovate and implement an assortment of projects that will benefit partners in the community while furthering the student's understanding of standard business practices through application of their college curriculum.		
BUS-241	Personal Financial Planning	3/2
A study of the principles and practices of personal money management. Topics include: budgeting, taxes, banking, credit, investments, retirement, and estate planning.		
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. <i>Prerequisite: MKT-251 or MGT-231.</i>		
BUS-337	Quantitative Methods and Quality Control	3/6
Inspection techniques and statistical quality control as it applies to production processes and purchasing function. <i>Prerequisite: BUS-211.</i>		
BUS-361	Business Law	3/1
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 business law concepts.		
BUS-380	Internship	1-6/1
This course is aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations. <i>Prerequisite: Permission of internship instructor. See page 39 for internship requirements.</i>		
BUS-470	Directed Readings	1-3/6
BUS-480	Advanced Topics	1-3/6
BUS-490	Independent Study	1-3/6

COMPUTER INFORMATION SYSTEMS

CIS-211	Foundations of Information Systems	3/2
Information systems are an integral part of all business activities and careers. This course is designed to introduce students to contemporary information systems and demonstrate how these systems are used throughout global organizations. The focus of this course will be on the key components of information systems - people, software, hardware, data, and communications technologies - and how these components can be integrated and managed to create competitive advantage.		
CIS-216	Introduction to Data Management	3/2
This course is an introduction to the core concepts in data and information management. Topics include identifying information requirements, data modeling, and implementation in commercial database software, database management, query languages, data quality, and security. <i>Prerequisite: CIS-211 or EGR-106</i>		
CIS-218	Introduction to Application Development	3/4
Students will be introduced to fundamental programming concepts and constructs. Structures presented will include sequence, selection, repetition, and the use of methods and objects. Classes, objects, error handling and arrays will be designed, coded, and tested through lab assignments in an object-oriented programming language. <i>Prerequisite: CIS-211 or EGR-106</i>		
CIS-280	Topics in Computer Information Systems	1-3/6
CIS-331	Web Development	3/4
Introduction to programming for the World Wide Web. The course uses a variety of tools for editing, debugging, and testing web applications. Commonly used languages and scripting are used on both the browser side and server side of the information systems. <i>Prerequisite: CIS-216, CIS-218</i>		
CIS-332	Systems Analysis and Design	3/4
This is a study of the analysis, design, and management of information systems development and/or modification. This includes coverage of systems improvement and controls. Accounting majors team with Computer Information Systems majors on projects. <i>Prerequisite: CIS-211.</i>		
CIS-352	Data Communications	3/4
This course is designed to provide the Computer Information Systems major with an understanding of the various communication technologies with their capabilities and limitations. The course focuses on Internet-based solutions, computer and network security issues, business continuity, and the role of infrastructure in regulatory compliance. <i>Prerequisite: CIS-211.</i>		
CIS-380	Internship	1-6/1
This course is aimed at practical work experience in a situation where decisions are made concerning equipment, programming or workflow operations. <i>Prerequisite: Permission of internship instructor. See page 39 for internship requirements.</i>		

CIS-470	Directed Readings
CIS-480	Advanced CIS Topics
CIS-490	Independent Study

ECONOMICS

ECN-215	International Business Experience	3/2
This course provides an 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. <i>Prerequisite: Sophomore status</i>		
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, and 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, and 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. <i>Prerequisite: ECN-232.</i>		
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. <i>Prerequisites: BUS-211, ECN-321.</i>		
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. <i>Prerequisites: ECN-231.</i>		
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. <i>Prerequisites: Either ECN-231 or ECN-232.</i>		
ECN-336	Economic Development	3/4
Theoretical and empirical investigation of economic development of under-developed countries. Includes a study into the nature and causes of poverty along with discussions on our role as Christians in the third world developing countries. The course includes a case-study of a low-income nation using various standard of living measures. <i>Prerequisites: ECN-231 or ECN-232 or permission of the instructor</i>		
ECN-360	Entertainment Industries Economics	3/6
Entertainment Industries is an overview of the business aspects of the entertainment industry using the principles of economics and business. The course will focus on supply, demand, and industry structure in the following areas: music, theater, and film. The course will use both micro and macro economics to analyze the business of the entertainment industry. The approach will also require demographic and sociological analysis. 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-470	Directed Readings in Economics	
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. <i>Prerequisite: Permission of internship instructor. See page 39 for internship requirements.</i>		
ECN-480	Advanced Topics	1-3/6
ECN-490	Independent Study in Economics	

FINANCE

FIN-341	Principles of Finance	3/2
Basic theoretical framework for decision-making in financial management and the role of the financial manager in capital budgeting, investing and financing activities. <i>Prerequisite: ACC-221, Prerequisite or Corequisite: ACC-222.</i>		
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. <i>Prerequisite: FIN-341.</i>		

FIN-371	Investments	3/2
<p>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. <i>Prerequisite: FIN-341.</i></p>		
FIN-372	Securities Brokerage	3/4
<p>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. <i>Prerequisites: FIN-341, FIN-371.</i></p>		
FIN-373	Real Estate Management & Investment	3/4
<p>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. <i>Prerequisite: FIN-341</i></p>		
FIN-374	Insurance and Risk Management	3/4
<p>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. <i>Prerequisite: FIN 341.</i></p>		
FIN-376	Management of Financial Institutions	3/4
<p>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. <i>Prerequisite: FIN 341.</i></p>		
FIN-380	Internship	1-6/1
<p>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. <i>Prerequisite: Permission of internship instructor. See page 39 for internship requirements.</i></p>		

MANAGEMENT

MGT-215	Introduction to Sports Management	3/2
<p>An overview of the diverse field of Sports 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.</p>		
MGT-221	Introduction to Non-Profit Administration	3/2
<p>The course will provide the student with an introduction to non-profit administration, program evaluation, community development and organizing, an overview of the non-profit sector and philanthropy.</p>		
MGT-231	Principles of Management	3/1
<p>This course is an introduction to the four management functions including planning, organizing, leading and controlling. Students will also discuss the integration of faith and business in both personal and corporate contexts.</p>		
MGT-238	Principles of Leadership	3/2
<p>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.</p>		
MGT-270	Readings In Leadership	1/6
<p>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.</p>		
MGT-330	Human Resources Management for Non-Profits	3/4
<p>This course provides the fundamental concepts, terminology and technical basics involved in public sector human resources management to deal effectively with the human issues in the workplace. Instructors and guest speakers use lectures, case studies and discussions to provide real world perspectives, along with a focus on ethics in human resources management. <i>Prerequisite: MGT-221.</i></p>		
MGT-332	Human Resources Management	3/2
<p>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. <i>Prerequisite: MGT-231.</i></p>		
MGT-333	Operations Management	3/2
<p>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. <i>Prerequisite: MGT-231.</i></p>		
MGT-335	Organizational Behavior	3/2
<p>Presents integrative theory of organization behavior and human motivation as influenced by leadership, the organization itself, and social environment. <i>Prerequisite: MGT-231.</i></p>		
MGT-336	Project Management	3/2
<p>This course will examine key factors related to successful completion of both large and small projects. Topics will include project selection, chartering, scope, resources, scheduling, budgeting, controlling, termination and team leadership. Students will approach learning through a semester-long project planning activity. <i>Prerequisite: MGT-231.</i></p>		

MGT-337	Entrepreneurship	3/2
This course reviews and explores important skills and practices used to develop creative, innovative, and successful businesses. Entrepreneurial models focusing on sustainable business development are presented and evaluated to assess emerging customer needs, resource requirements, product and service development, marketing strategies, and economic and social contributions. <i>Prerequisites: ACC-221, MGT-231, MKT-251.</i>		
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 in a time of rapid change, Kouzes & Posner's LPI model, and Leadership Development; both self-development and as a management consultant. <i>Prerequisite: MGT-238.</i>		
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. <i>Prerequisite: MGT-231.</i>		
MGT-341	Fund Development	3/4
This course provides an overview of fund development, fund-raising strategies and sources to consider as part of a healthy fund-raising program. It will discuss the principles of non-profit finance. Grant writing will also be covered. <i>Prerequisite: MGT-221.</i>		
MGT-343	Non-Profit Law & Governance	3/4
A practical look at non-profit governance, including organizational life cycles and best practices. Topics include starting a non-profit, non-profit law, board governance, public policy and advocacy and how to monitor and evaluate the Executive Director. <i>Prerequisite: MGT-221.</i>		
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. <i>Prerequisite or corequisite: MGT-215.</i>		
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. <i>Prerequisite or corequisite: MGT-215.</i>		
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. <i>Prerequisite: Permission of internship instructor. See page 39 for internship requirements.</i>		
MGT-432	Capstone Seminar: 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. <i>Prerequisite: Senior status.</i>		
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. <i>Prerequisites: MGT-231, MGT-335.</i>		
MARKETING		
MKT-251	Principles of Marketing	3/1
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. <i>Prerequisites: MKT-251, Junior status.</i>		
MKT-352	Marketing Research	3/2
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. <i>Prerequisites: MKT-251, BUS-211.</i>		
MKT-353	Marketing Communications (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, copyrighting and pitching ideas in oral presentations. <i>Prerequisite: COM-112.</i>		
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. <i>Prerequisite: MKT-251.</i>		

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. <i>Prerequisite: MKT-251.</i>		
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. <i>Prerequisite: MKT-251.</i>		
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. <i>Prerequisite: MKT-251.</i>		
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. <i>Prerequisites: MGT-215 (concurrent) and MKT-251.</i>		
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. <i>Prerequisite: Permission of internship instructor. See page 39 for internship requirements.</i>		
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. <i>Prerequisites: MGT-231, MKT-251, Junior status.</i>		