

# Business & Economics

The Whitworth School of Business is comprised of the following programs: the undergraduate department of business & economics' bachelor of business administration (BBA) program with concentrations in accounting, economics, finance, management and marketing, as well as undergraduate minors in general business, accounting and leadership; the business management program for the adult learner seeking a baccalaureate degree offered in conjunction with the Whitworth School of Continuing Studies; and the master of business administration (MBA), master of business leadership (MBL), and master of science in financial planning (MSFP) graduate programs.

The Whitworth School of Business provides an education of mind and heart in the liberal arts tradition based on Christian principles. We develop adept professionals engaged with their communities through a curriculum emphasizing faith and learning, critical thinking, communication and global awareness.

To accomplish this purpose, the Whitworth School of Business:

1. Recruits and retains diverse faculty and staff committed to Christian principles (the WSB believes that teaching excellence, research and practical experience are essential dimensions of the learning experience and education process).
2. Conducts research and other professional engagement to inform our teaching that is of interest to scholars, students, and/or organizations.
3. Fosters and maintains a learning environment that emphasizes the following elements:
  - The integration of Christian faith and learning including the reflective lens of ethical principles in business
  - Critical thinking and application of theory/knowledge of essential business and economic concepts
  - Content emphasizing effective written and oral communication skills that help students/graduates function professionally and responsibly
  - Forming knowledgeable students in the complexities of global markets

## **Student Learning Outcomes in the School of Business:**

### **Bachelor of Business Administration (BBA)**

#### **Communication Skills**

Our students will be professionally competent in written and oral communication skills.

#### **Ethics**

Our students will utilize ethical decision-making processes.

#### **Critical Thinking Skills**

Our students will make objective and informed business decisions.

#### **Global/International**

Our students will be well-versed in global perspectives.

## **School of Business Residency Policy:**

The Whitworth School of Business requires that students complete at least 50 percent of all upper-division core business courses and at least 50 percent of their concentration-requirement courses at Whitworth University.

## **Double-Count Policy:**

Students who pursue more than one BBA concentration cannot double-count a course toward multiple concentration requirements except in the following specific situation:

1. BU 377 Financial Statement Analysis can count toward both the accounting and finance concentrations.

Students who add the accounting minor to another BBA concentration cannot double-count a course toward multiple requirements except in one of the following specific situations:

1. BU 377 Financial Statement Analysis can count toward the finance concentration **and** as an elective course toward the accounting minor.

## OR

2.

Any **ONE** accounting minor elective course can also count toward the nine credits required for the BBA business core electives.

"Double-count" means one course fulfills two different program requirements. Students will not receive a double number of credits.

### **Business Management Degree Program:**

For program and course description information, see Undergraduate Adult Degree Programs ([http://catalog.whitworth.edu/undergraduate\\_school\\_of\\_continuing\\_studies/orgranizational\\_management/#managementandaccounting](http://catalog.whitworth.edu/undergraduate_school_of_continuing_studies/orgranizational_management/#managementandaccounting)).

### **Prerequisites for all Department of Business & Economics Concentrations**

A grade of "C" or better is required for the prerequisites listed below.

1. Prior to the sophomore year:

CS 125	Business Information Systems	3
Requirement for all concentrations. One of the following:		3-4
MA 108	Finite Mathematics for Social Sciences, Finite Math for Social Science	
MA 150	Pre-Calculus	
Recommended for Economics and Finance Concentrations:		
MA 158	Calculus for Social Sciences	
MA 171	Calculus I	

2. Prior to, or during, the junior year:

MA 256	Elementary Probability and Statistics	3
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### **Business Core Requirements (45)**

BU 218	Marketing	3
BU 230	Financial Accounting and Analysis	3
BU 231	Managerial Accounting	3
BU 240	Business Law	3
BU 274	Principles of Management	3
BU 302	Business Ethics: Social and Ethical Issues in Business & Economics, Social and Ethical Issues in Business and Economics	3
BU 311W	Principles of International Business	3
BU 357	Financial Management	3
BU 410	Business Strategy Capstone	3
EC 210	Principles of Microeconomics	3
EC 211	Principles of Macroeconomics	3
EL 211	Introduction to Professional Writing	3
or EL 211H	Introduction to Professional Writing	
Nine credits of any combination of Business Core Electives		9

Electives can be any combination of additional BU or EC prefixed courses including internships (excluding teaching assistant credits), Whitworth-led study-abroad programs (outside of the U.S.), World Languages & Cultures courses at 200 level or above (excluding American Sign Language), or any one course from the Approved Interdisciplinary Electives list. Step-Up credits can count toward general elective credits but not Business Core Elective credits.

Note: The following global and/or experiential courses are highly encouraged for Business Core Electives:

Whitworth-led study-abroad programs or additional foreign language coursework	
BU 338	Voluntary Income Tax
BU 406	Entrepreneurship
BU 490	Internship

Note: A student declared under one of the listed concentrations can take a required course for a different concentration toward their Business Core Elective as long as the prerequisites are met. Students may not use the same course as an elective and as a required course should they decide to change concentrations.

Note: For students declaring more than one BBA concentration, there may be scheduling conflicts we are unable to adjust. The WSB does not guarantee accommodations for multiple concentrations. Students would therefore be advised to focus on their primary BBA concentration to complete degree requirements within the desired 4-year timeframe.

## Requirements for Accounting Concentration, BBA (69)

Business Core Requirements		45
BU 332	Cost Accounting	3
BU 333	Accounting Systems and Theory	3
BU 334	Intermediate Accounting I	4
BU 335	Intermediate Accounting II	4
BU 336	Introduction to Taxation	4
BU 466	Principles of Auditing	3
One of the following:		3
BU 320	Fraud Examination	
BU 377	Financial Statement Analysis	
BU 434	Advanced Accounting I	
BU 435	Governmental and Not-For-Profit Accounting	
BU 436	Advanced Taxation	

## Requirements for Economics Concentration, BBA (57)

Business Core Requirements		45
EC 320	Intermediate Microeconomic Analysis	3
EC 321	Intermediate Macroeconomic Analysis	3
EC 402	Econometrics	3
One of the following:		3
EC 401	Money and Banking	
EC 403	Forecasting in Economics and Finance	
EC 416	International Trade and Finance	
EC 425	Economic Development	

## Requirements for Finance Concentration, BBA (60)

Business Core Requirements		45
BU 367	Fundamentals of Investing	3
BU 377	Financial Statement Analysis	3
BU 387	Financial Institutions & Markets	3
BU 467	Advanced International Corporate Finance	3
BU 477	FORAD: Multi-National Finance	3

## Requirements for Management Concentration, BBA (57)

Business Core Requirements		45
BU 373	Human Resource Management	3
BU 376	Global Operation/Supply Chain Management	3
BU 425	Organizational Behavior	3
Any one of the following:		3
BU 348	Business Analytics	
BU 365	Management Information Systems	
BU 402	International Management	
BU 463	Project Management	
One other upper-division business course approved by advisor and department chair.		

## Requirements for Marketing Concentration, BBA (57)

Business Core Requirements		45
BU 301	Consumer Behavior	3
BU 343	Market Research	3
BU 448	Integrated Marketing Communication	3
BU 489	Marketing Strategy	3

## Business & Economics Minors

### Requirements for an Accounting Minor (20)

(Note: Accounting minors require the prerequisites listed under "Prerequisites for all Department of Business & Economics Concentrations").

BU 230	Financial Accounting and Analysis	3
BU 231	Managerial Accounting	3
BU 334	Intermediate Accounting I	4
BU 336	Introduction to Taxation	4
Two of the following electives:		6
BU 320	Fraud Examination	
BU 332	Cost Accounting	
BU 333	Accounting Systems and Theory	
BU 335	Intermediate Accounting II	
BU 377	Financial Statement Analysis	
BU 436	Advanced Taxation	

### Requirements for a General Business Minor (21-22)

One of the following math prerequisites:		3-4
MA 108	Finite Mathematics for Social Sciences, Finite Math for Social Science	
MA 150	Pre-Calculus	
MA 158	Calculus for Social Sciences	
MA 171	Calculus I	
BU 218	Marketing	3
BU 230	Financial Accounting and Analysis	3
EC 210	Principles of Microeconomics	3
At least 9 credit hours from the following:		9
BU 231	Managerial Accounting *	
BU 240	Business Law	
BU 274	Principles of Management	

BU 357	Financial Management *
EC 211	Principles of Macroeconomics *
One business elective: Students may select any other BU or EC course (3 credits or more), but all required prerequisites for that course must be met unless otherwise approved by department chair.	

\* Indicates course recommendations for students intending to pursue a Master of Business Administration (MBA) or Master of Business Leadership (MBL) degree. MA 256 Elementary Probability & Statistics also recommended for students intending to pursue an MBA or MBL.

## Requirements for a Leadership Minor (18)

Core Leadership Coursework:		9
BU 250	Leading Organizations	
BU 350	Leadership of the Self	
BU 451	Thinking Like a Leader	
Applied Leadership Coursework (These courses help students apply leadership principles and skills in a variety of practical settings.) Choose 6 credits from the following. All prerequisites apply.		6
BU 305	Dean's Executive Leadership Series	
BU 425	Organizational Behavior	
COM 323	Organizational Communication	
COM 353	Communication in Leadership	
CS 274	Ethic, Soc & Leg Issues in CS	
CS 376	Technology Management	
EDU 401W	Democracy, Leadership, and Schooling	
EL 319	Writing in the Community Practicum	
KIN 319	Leadership Dev. for Student-Athletes	
KIN 322W	Philosophical and Psychological Aspects,Of Coaching	
KIN 420	Administrative and Legal Aspects of,Health, Fitness and PE	
MI 201	Leadership and Decision Making	
MI 301	Training Management Warfigthing Function	
MU 225	General Conducting	
MU 427	Advanced Conducting	
SO 368	The Helping Process in Social Services	
TA 250	Production Management	
TA 361	Fundamentals of Directing	
TH 172	Foundations for Christian Leadership	
TH 173	Foundations for Christian Leadership II	
TH 334	Youth Ministry	
TH 380	Young Life Leadership	
1-3 credits of Leadership Internship (approved by advisor & BUEC Chair)		
1-3 credits of Leadership Independent Study (approved by advisor & BUEC Chair)		
Leadership Supporting Curriculum (These courses help students better understand the context for effective leadership in a diverse society.) Choose 3 credits from the following. All prerequisites apply.		3
BU 325	Gender Issues in Leadership	
COM 398	Intercultural Communication	
EL 382	Rhetorical Methods and Approaches	
EL 384	The Rhetoric of Human Rights	
PH 336	Social-Political Philosophy	
PO 275	Poverty and Community Development	

SO 410	Intergroup Dialogue
SO 425	Making Change: Social Intervention,Strategies
TH 174	Diverse Christian Leadership

Or one other course with diversity-related content approved by the BUEC  
Department Chair

## Approved Interdisciplinary Electives

COM 398	Intercultural Communication	3
HI 102	The Pacific World	3
HI 104	Political History of Beijing	3
HI 105	Cultural Odyssey of China	3
HI 204	The Crusades	3
PH 256	Asian Philosophy	3
PO 151	International Relations	3
PO 240	Comparative Politics	3
PO 250	Environmental Politics	3
PO 325	International Development	3
PO 340	African Politics	3
PO 346	Contemporary China and East Asia	3
SO 203	Globalization	3
SO 307	Latin American Politics	3

## BU Courses

### BU 120 Career & Vocation Development 3

For continuing studies students only.,This course assists students in recognizing,career,potential, providing tools for making decisions,to,meet educational and occupational objectives.,Students will gain an understanding of how they,contribute to and help shape the work,environment.,Topics include job and employer research; resume,development and interviewing skills;,understanding,work-place personality; and skills for,organization and self-management.

### BU 218 Marketing 3

Introduction to how organizations find, attract,and retain customers via the use of the marketing,mix in an increasingly competitive and global,environment. Also listed as EP 218. Fall and,spring semesters.

### BU 230 Financial Accounting and Analysis 3

A study of the fundamental processes of,accounting applied to services and merchandising,proprietorships, partnerships and corporations.,Analyzing, classifying and recording business,transactions; preparation and analysis of,financial statements. Course utilizes Excel. CS,125 recommended. Fall and spring,semesters.

### BU 231 Managerial Accounting 3

Introduction to ways in which management uses,accounting information for planning, pricing and,controlling and for many special decision-making,situations. Prerequisites: BU 230 and departmental,math requirement. Fall and spring semesters.

### BU 240 Business Law 3

A consideration of the laws affecting business,transactions. Introduction to law, court systems,,torts, criminal law, sales and real property. Fall,and spring semesters.

- BU 250 Leading Organizations** 3  
 This course provides a comprehensive review of,essential leadership theories, tools, and,applications. It will focus on the theory and,fundamental concepts of leadership by studying,adaptive and servant-leadership. This theory and,the servant-leadership philosophy examine,leadership from a faith perspective, as well as,study the life and leadership of Nelson Mandela.,We will also participate in three community,meetings and/or community-based projects. Current,understanding and definitions of leadership will,be challenged and discussed in this course. Fall,or spring semester.
- BU 274 Principles of Management** 3  
 A study of the theory and practice of management,of organizations, with emphasis on strategy,,structure, effective use of human resources,,planning, organizing, integrating and controlling,functions. Fall and spring semesters.
- BU 301 Consumer Behavior** 3  
 A study of factors that influence the buying,behavior of consumers. The relationship between,understanding these variables in selected markets ,and an effective marketing effort will be ,emphasized. Prerequisite: BU 218 and departmental,math requirement. Spring semester.
- BU 302 Social and Ethical Issues in Business,and Economics** 3  
 Contemporary social, political, environmental and,ethical forces affecting today's business and,economic world. Seminar format. Dialogue with top,local business, government and union leaders. Also,listed as PH 350. Fall and spring semesters.
- BU 303 Human Resources: Strategy & Development** 3  
 For continuing studies students only. A,comprehensive review of the HR functions within,organizations. Key areas of focus include:,strategic workforce planning, assessment of,learning & development goals, talent acquisition,systems, and an overview of strategic HR data,analytics and measurement. Also addressed are the,design, communication and evaluation of,compensation & benefits systems.
- BU 305 Dean's Executive Leadership Series** 3  
 This course explores the various ways that,individuals become successful business leaders.,Each week will consist of a lecture and a,discussion led by a top executive from the,Spokane community. The speakers will share their,professional biographies - how they got their,start, what happened to them, successes and,failures, and what they are doing now. They will,also tell us what they have learned about,marketing, management, leadership, and life,during their careers. Finally, they will provide,suggestions and guidance to help you successfully,navigate the cross-currents of the business,world. Prerequisite: Junior or senior standing.,Fall and spring semesters.
- BU 310 Influence and Negotiation** 3  
 Influence and negotiation are both important parts,of our professional and personal experiences.,Career success is often linked to the ability to,successfully and ethically influence others. This,course will focus on understanding and developing,skills in the following content areas: personal,sources of influence, expressions of social,influence, and negotiation. Your goals for this,class should be, not only to gain a theoretical,understanding of influence and negotiation, but,also to take away some practical information that,could benefit your professional life in a number,of different contexts.
- BU 311W Principles of International Business** 3  
 Introduction to and survey of the complex business,and economic issues in an international commercial,environment. Includes exposure to global,marketing, management, finance, economics and,accounting issues, integration of cross-cultural,communications, history, politics, religion,,gender and equity issues, and culture around the,globe. Fulfills Shared Curriculum Culture and,Diversity requirement. Prerequisites: BU 218, EL,211, EC 211 and departmental math requirement. MA,158 or MA 171 recommended if declared Economics or,Finance concentration. Fall and spring semesters.

<b>BU 314 Introduction to Operations Management, and Six Sigma Green Belt</b>	<b>3</b>
For continuing studies students only. This course, will examine the concepts, processes, and methods, of managing and controlling operations in, manufacturing or service settings at the, introductory level. Current issues such as 8, Wastes, supply chain strategy, quality plans, and, systems thinking are discussed. At the conclusion, of this course, students will be prepared to take, the Six Sigma Green Belt exam.	
<b>BU 318 Applied Marketing</b>	<b>3</b>
For continuing studies students only. Successful, organizations need to find, attract and retain, customers. This course teaches students to apply, marketing fundamentals in an increasingly, competitive and global environment.	
<b>BU 320 Fraud Examination</b>	<b>3</b>
In this course students will learn about the, nature of fraud, its perpetrators and the, compelling factors that lead to fraud. Students, will evaluate various fraud schemes, prevention &, detection methods, and the legal implications for, companies and criminals. Prerequisite: BU 230,, departmental math requirement and junior standing., Periodic Jan Term offering.	
<b>BU 321 Business of Brewing</b>	<b>3</b>
For continuing studies students only. This course, surveys the business side of operating a brewing, facility. Theoretical business foundations and, frameworks will be examined and then applied to, existing and/or new brewing operations, and, real-world business information and operational, advice will be exchanged with brewing, professionals.	
<b>BU 321A Business of Brewing</b>	<b>0</b>
For continuing studies students only. This course, surveys the business side of operating a brewing, facility. Theoretical business foundations and, frameworks will be examined and then applied to, existing and/or new brewing operations, and, real-world business information and operational, advice will be exchanged with brewing, professionals.	
<b>BU 323 Career Management &amp; Development</b>	<b>3</b>
This course will address professional and, personal development for students interested in, pursuing careers in business. Throughout the, course students will learn tangible skills needed, to succeed in the business world while, implementing ways to integrate their Christian, faith into their vocation. Students will become, familiar with the current hiring environment and, explore ways to be the most competitive and, prepared candidate post-graduation. Periodic Jan, Term offering.	
<b>BU 324 Sports Marketing</b>	<b>3</b>
This course will introduce and educate students to, the ever-expanding world of sports marketing., Students will learn about the major players,, business models, and direction of the industry., Periodic spring offering.	
<b>BU 325 Gender Issues in Leadership</b>	<b>3</b>
This course examines leadership and management, from a gender-based perspective with the goal of, providing tools for addressing challenges facing, women in the workplace. Topics include pay, inequity; glass ceiling; stereotypes;; mentoring/networking; psychology of leadership, acceptance; differences in leadership styles; and, organizational culture, policy, and practices, related to gender equality. Also listed as WGS, 325. Periodic Jan Term offering.	
<b>BU 326 The Small Business Entrepreneur</b>	<b>3</b>
For continuing studies students only. This course, covers all aspects of business start-up beginning, with identifying a product, selection of an, entity, business and marketing plans. The tax, environment of business will be explored., Investigating financial viability and researching, types and sources of funding will be an integral, part of the curriculum. Students who want to, understand all pieces of starting a business from, scratch or expanding their small start-up should, take this course.	



<b>BU 327 Introduction to Time Value of Money</b>	<b>1</b>
For continuing studies students only. This course,presents an introduction to the time value of,money. Through a set of exercises and problems,students learn about compound interest, present,and future values, annuities, loans and bonds. ,Topics in capital budgeting are presented which,inlude NPV & IRR. Students also compute the,weighted cost of capital and use it to evaluate,projects.	
<b>BU 330 Fund Accounting and Budget Management</b>	<b>3</b>
For continuing studies students only. Overview of,the accounting procedures associated with,governmental and agency needs. Preparation of,required reports and related documents; special,focus on monitoring performance.	
<b>BU 331 Project Management and Six Sigma Black,Belt</b>	<b>3</b>
For continuing studies students only. This courses,discusses the factors necessary for successful,project management and Six Sigma mastery. Topics,include project management concepts, needs,identification, the project manager, teams,,project organizations, project communications,,project planning, scheduling, control and,associated costs. Project management software,tools will be an integral part of the course.,Following this course and the capstone project,students will be eligible for a Six Sigma Black,Belt.	
<b>BU 332 Cost Accounting</b>	<b>3</b>
Emphasis on the mechanics and applications of,accounting principles and concepts for planning,,control and decision-making, cost behavior,,cost-volume-profit relationships, responsibility,accounting, standard costing, budgeting, relevant, costing for non-routine decisions, and capital,budgeting. Prerequisites: BU 230, BU 231,,departmental math requirement and junior standing.,Fall or spring semester. Periodic offering.	
<b>BU 333 Accounting Systems and Theory</b>	<b>3</b>
Foundations of accounting concepts and theories,with emphasis on the role of information in,decision making within and about organizations.,Introduction to accounting systems controls and,designs. Prerequisites: BU 230, BU 231, CS 125 and,departmental math requirement. Fall or spring,semester. Periodic offering.	
<b>BU 334 Intermediate Accounting I</b>	<b>4</b>
Modern accounting theory and practice. Analysis of,the determination of income and asset evaluation.,Analysis of financial statements; special,financial accounting and reporting problems.,Explores both U.S. GAAP and IFRS guidelines.,Prerequisites: BU 230, BU 231 and departmental,math requirement. Fall semester.	
<b>BU 335 Intermediate Accounting II</b>	<b>4</b>
Second semester of modern accounting theory and,practice. Analysis of the determination of income,and asset evaluation. Analysis of financial,statements; special financial accounting and,reporting problems. Explores both U.S. GAAP and,IFRS guidelines. Prerequisites: BU 334 and,departmental math requirement. Spring semester.	
<b>BU 336 Introduction to Taxation</b>	<b>4</b>
A study of the concepts involved in determination,,of federal income tax liability, preparation of,tax returns, individual tax problems and tax,planning. Prerequisites: BU 230, departmental,math requirement and junior standing. Fall,semester.	
<b>BU 337 Microsoft Project Workshop</b>	<b>1</b>
For continuing studies students only. An optional,workshop offered concurrently with BU 331 that,introduces students to Microsoft Project,software. Students work independently in a,computer lab on a series of increasingly,difficult exercises using the most widely,accepted project management software. Using,Microsoft's Project 2010 Step by Step workbook,,the students completes a series of 12 problems,that gradually increase from simple to complex.,These Microsoft-developed problems are designed,to challenge the student while also helping them,explore the feature-rich Microsoft Project 2010,software product. Instructor support is available,before or after class and on an as needed basis.	

**BU 338 Voluntary Income Tax** 0-2

Students apply knowledge and skills learned from, coursework to a service context preparing federal, tax filings for low-income and elderly taxpayers., Students qualify by exam for the IRS and are, technically trained on tax software for, preparation and e-filing. Jan Term and spring, semester. Prerequisite: BU 336.

**BU 343 Market Research** 3

A study of contemporary methods of gathering, analyzing and interpreting marketing information ,and how such information can be used in ,organizational decision-making. Prerequisites: BU, 218, MA 256 and departmental math requirement., Fall semester.

**BU 348 Business Analytics** 3

Solutions to business problems using the, computerized spreadsheet, elementary database and, presentation software. Prerequisite: CS 125., Periodic offering.

**BU 350 Leadership of the Self** 3

An in-depth, reflective course focusing on, leadership of the self and the creation of, flourishing relationships in familial, organizational, and societal contexts. This course, applies concepts from family systems theory and, servant leadership to help students develop a, clear, non-anxious leadership style, enabling them, to manage conflict in organizations. Students, engage in a practical application of course tools, to an organization in which they belong. Topics, covered include leading in relationships with, others, managing toxic triangles, and maintaining, a sense of separateness while remaining connected, in systems of emotional anxiety. Fall or spring, offering.

**BU 352 Human Behavior in Organizations** 3

For continuing studies students only. This course, is designed to provide theoretical perspectives, and empirical knowledge regarding human behavior, as it relates to the organization. Emphasis is, placed on the impact and implications of, individual values, perceptions, motivation, ,diversity, growth and development as they relate, to organizational culture and expectations.

**BU 353W Organizational Development and Change** 3

For continuing studies students only. This course, examines organizational theory, development and, change from several different perspectives, or, frames: (1)structural, (2)human resources, , (3)political, and (4)symbolic. Leadership, , development of organizational strategies, and, objective goal-setting will be explored.

**BU 354 Management of Human Resources** 3

For continuing studies students only. A, contemporary view of human-resource management., Emphasis is placed on the basic function of, human-resource management, i.e., planning, , recruitment, diversity, selection, training, , performance appraisal, compensation and, union/ management relations.

**BU 355 Managerial Accounting and Finance** 3

For continuing studies students only. This course, will examine "the language of business" and, provide an overview of key accounting and, financial information that will assist managers, in making sound business decisions that are based, on standard financial analysis methods. Students, will learn to read and understand business, financial statements.

**BU 356 Managerial Marketing** 3

For continuing studies students only. A study of, the working knowledge of marketing management and, learning to think strategically and to apply, marketing theory in a manner that aligns, marketing initiatives with market opportunities., Students will be able to understand the, functional strategies and marketing plans to, optimize customer and organizational value.

**BU 357 Financial Management** 3

Analysis of role of chief financial officer. Study, of the tools of financial analysis and, decision-making. Emphasis on management of, revenues and expenses, assets and liabilities., Information about raising of capital from the, sale of stocks and bonds. Prerequisites: BU 231, and departmental math requirement. MA 158 or MA, 171 recommended if declared economics or finance, concentration. Fall and spring semesters. Finance, concentration students must take fall semester of, junior year or earlier.

- BU 358 Credit Risk Management** 3  
 As new trends continue to shape the field of finance, unique opportunities and different, necessary skill sets emerge. Specifically, this course will develop the expertise necessary for Credit Risk Assessment and Loan Evaluation, aka Commercial Lending.
- BU 360 Managing Nonprofit Organizations** 3  
 For continuing studies students only. Designed for individuals who work or desire to work in a nonprofit environment and seek to gain understanding and skill relating to effective management of these entities. Students will explore the legal, administrative and organizational issues surrounding not-for-profits, and how to use management theory to increase productivity and delivery of services to the community.
- BU 361 Lean Management and Six Sigma Yellow Belt** 3  
 For continuing studies students only. This course explores streamlining business processes through the application of quality management and Six Sigma principles to create globally competitive business entities. The course takes concepts beyond the factory floor to service and retail environments; it is designed for anyone who is interested in a career in management of either a for-profit or not-for-profit entity. At the conclusion of this course students will be prepared to take the Six Sigma Yellow Belt exam.
- BU 362 Biotechnology Entrepreneurship** 3  
 This interdisciplinary course offers an exciting look into the world of biotechnology, entrepreneurship targeted at business and biology majors. Students will examine how biotech companies are formed and run based on major problems in human health and agriculture. We will emphasize how biotechnology entrepreneurs frame their unique value propositions for potential investors, and in teams, students will create original biotech solutions which will be formally pitched to a panel of biotech industry experts. The course experience offers a unique view of science for business students and important exposure to the business side of science for biology majors.
- BU 363 Small Business Management** 3  
 Comprehensive coverage of all the operational areas involved in selecting and getting a business started. Business plans, funding, and market analysis are included. Local resources to share, opportunities and problems. Prerequisites: BU 230, EC 210 or EC 211, departmental math requirement, and junior standing. Periodic offering.
- BU 365 Management Information Systems** 3  
 At the end of this class, students will have an overall understanding of how information systems work and will be able to address information system issues facing businesses today from a managerial, organizational, technological, and ethical standpoint. Students will be exposed to basic database management systems and data communication systems as well as more advanced information technologies, such as enterprise resource planning systems, and business intelligence. Prerequisite: CS 125 and departmental math requirement. Periodic offering.
- BU 367 Fundamentals of Investing** 3  
 This course will provide the student with a solid foundation of the core investment concepts and tools. The course will cover the overall structure of the market and study equities, fixed income, options, mutual funds, commodities/futures as well as some alternative investments. The course will also look at risk and return and the modern portfolio theory. The course will consist of lecture, discussion, presentations and guest lecturers. Must have met departmental math requirement. Spring semester. Finance concentration students should take spring semester of junior year.
- BU 372 Risk Management** 3  
 For continuing studies students only. Risk management professionals look at specific projects or initiatives, assess the potential damage that could occur to any involved parties, and set plans for dealing with it. This course is designed to be an introduction to the practice of predicting risks and preparing steps to minimize the damage to an organization if certain events happen. Topics such as natural disasters, computer safety or equipment failure will be discussed. Students seeking careers in management, of any type of entity will be benefited by the material presented in this course.

**BU 373 Human Resource Management** 3

Changes in our social and economic environment, have resulted in changes in the management of an organization's human resources. This course is designed to provide a contemporary view of human resource management. Emphasis is placed on the basic functions of human resource management, i.e. planning, recruitment, selection, training, performance appraisal, compensation, and union/management relations. Fall and spring semesters.

**BU 376 Global Operation/Supply Chain Management** 3

Decision-making involving the management of all aspects of operations in both large- and medium-sized business organizations and in product and service companies. Study of the quantitative tools used in making these analyses and decisions. Prerequisites: junior standing and departmental math requirement. MA 256 recommended. Fall and spring semesters.

**BU 377 Financial Statement Analysis** 3

This course will provide you with tools to analyze and exploit information in corporate financial statements. The course will teach you how to use financial statement information for firm valuation, and other economic decisions. The course will also help you understand and analyze the issues that corporate managers face as they design and implement financial reporting strategies, increasing your ability to assess accounting quality, and detect and undo earnings management. Prerequisites: BU 231, BU 357 and departmental math requirement. MA 158 or MA 171 recommended if declared finance concentration. Spring semester. Finance concentration students must take spring semester of junior year.

**BU 380 Real Estate Investing** 3

The course helps students to understand the risks and rewards associated with investing in and financing both residential and commercial real estate. The concepts and techniques discussed in the course are used in many careers related to real estate. Topics include Mortgage Loans, Residential Housing, Income-Producing Properties, Financing Real Estate Development, Alternative Real Estate Financing, Portfolio Analysis and Real Estate Funds. Prerequisites: BU-357 recommended, but not required.

**BU 381 International Business Abroad** 3

Establishes a basic understanding of the theory and practical application of the "hows" and "whys" of a particular international culture abroad, particularly as it relates to the historic, present and future challenges of that economy and to doing business with various people groups at home and abroad. Business models unique to non-American cultures will be explored in depth.

**BU 387 Financial Institutions & Markets** 3

The course will analyze the risks faced by investors and savers interacting through both financial institutions and financial markets. It will examine strategies that can be adopted to control and better manage these risks. Special emphasis will be put on new areas of operations in financial markets and institutions such as asset securitization, off-balance sheet activities and globalization of financial services. Must have met departmental math requirement. Finance concentration students should take junior year.

**BU 402 International Management** 3

Principles of management in the international environment. Strategic planning and decision-making in such areas as international marketing. Concepts of organizational design, leadership and control. Prerequisite: BU 311W. Periodic offering.

**BU 406 Entrepreneurship** 3

The course will provide an in-depth study of the business plan, its production and importance in today's business environment. The student will work in a team with faculty and outside mentor support to develop a plan that could be entered into the regional competition. An important goal of the course is to provide the student with the understanding of the relationship between theory and actual business operations as they develop and present their plan. Fall semester.

<b>BU 410 Business Strategy Capstone</b>	<b>3</b>
Capstone course for business majors, integrating, the functions of marketing, operations and, finance from the strategic vantage point of the, general manager. Prerequisites: BU 357, and, senior standing. Fall and spring semesters.	
<b>BU 411 Human Resources: Compliance &amp; Risk, Management</b>	<b>3</b>
For continuing studies students only. Topics, include job analysis and documentation, employee, records management, key legislation on employee, rights (EEO, affirmative action, discrimination, and harassment), with particular emphasis given, to diversity & inclusion, risk management, and, corporate social responsibility. The impact of, key federal laws and regulations on occupational, health, safety and security will also be covered.	
<b>BU 425 Organizational Behavior</b>	<b>3</b>
A general descriptive and analytical study of, organizations from the behavioral science, perspective. Problems of motivation, leadership,, morale, social structure, groups, communications,, hierarchy and control in complex organizations., Interaction among technology, environment and, human behavior. Alternate theoretical models., Prerequisite: BU 274. Fall, and spring semesters.	
<b>BU 434 Advanced Accounting I</b>	<b>3</b>
Emphasis on intercorporate investments and, preparation of consolidated financial statements., Introduction to advanced topics and current, problems in financial accounting, partnership, accounting, report theory and practice, including, foreign currency transactions. Prerequisites: BU, 334 and BU 335. Periodic offering.	
<b>BU 435 Governmental and Not-For-Profit, Accounting</b>	<b>3</b>
A study of accounting and financial reporting, standards for governmental and not-for-profit, organizations. Prerequisite: BU 335. Periodic, offering.	
<b>BU 436 Advanced Taxation</b>	<b>3</b>
A continuing study of the concepts involved in, determination of federal income tax liability and, preparation of tax returns. Partnership and , corporate tax problems, tax planning,, introduction to tax research included., Prerequisite: BU 336. Periodic offering.	
<b>BU 444 Digital Marketing</b>	<b>3</b>
An examination of the buying/selling/distribution, of products, services and information via digital, technologies. Students will gain understanding of, retail/organizational web site design issues,, online consumer behavior, online customer, service, and online order and fulfillment., Prerequisite: BU 218. Periodic offering.	
<b>BU 448 Integrated Marketing Communication</b>	<b>3</b>
An in-depth study and application of the role,, theory, tools, planning and management of, integrated marketing communications. Students ,will explore communication with customers using , various components of the promotional mix through, multiple channels such as television, radio, , print, direct marketing, outdoor and digital., Prerequisite: BU 218. Fall semester.	
<b>BU 451 Thinking Like a Leader</b>	<b>3</b>
This leadership course is centered around the, ideas and leadership of Aristotle, Plato,, Shakespeare, Thoreau, Emmerson, Dr. King and, Lincoln. The classics have much to say about, current and complex challenges individuals and, organizations face today. While many leadership, theorists have been inspired and relied on the, theories of the classics; this course goes, directly to the source of some of the most, compelling ideas about leadership. The ability to, critical think is fundamental to leading both, individuals and organizations. Fall or spring, semester.	
<b>BU 457 Employment Laws and Regulations</b>	<b>3</b>
For continuing studies students only. An, exploration of employment laws and regulations as, they relate to avoiding claims for wrongful, termination, ensuring equal employment, opportunity, understanding affirmative action, obligations and developing sound human resource, policies and practice.	

<b>BU 458 Strategic Management</b>	<b>3</b>
For continuing studies students only. This course,examines the nature of competition and,competitive advantage that are the foundations of,business strategy. Theories and frameworks to,support the analysis and formulation of,successful business strategies are reviewed and,applied to a broad range of industries and firms.	
<b>BU 461 Ethics in Management</b>	<b>3</b>
For continuing studies students only. This course,will raise foundational issues in connection with,ethical values, and will apply those values in,the context of organizations. Ethical principles,and the process of applying those principles will,be addressed, integrating Christian principles,with standard ethical inquiry.	
<b>BU 463 Project Management</b>	<b>3</b>
In this course we review best practices in,project management, methodologies and techniques,for project initiation, project planning, and,project control. Throughout we will emphasize,the interplay of people, process, and technology,that results in well-rounded project management,excellence. A combination of simulation,,Microsoft Project, and student-developed plans,will be used. Prerequisite: BU 274. Fall or spring,semester. Periodic offering.	
<b>BU 466 Principles of Auditing</b>	<b>3</b>
Standards, objectives and ethics for auditors in,public accounting. Reporting standards, internal,control, evidence and statistical sampling.,Prerequisite: BU 334. Spring semester.	
<b>BU 467 Advanced International Corporate Finance</b>	<b>3</b>
This course will study capital investment,decisions and project analysis as well short term,financial planning and management. The course will,study the foundations of international management,which include foreign exchange exposure and,management. The course will also study how,international firms manage their businesses which,include FDI, capital structure, capital budgeting,and management and multinational cash management.,Prerequisites: BU 377. Fall semester. Finance,concentration students must take fall semester of,senior year.	
<b>BU 476 Accounting Current Topics</b>	<b>3</b>
Course explores current topics in accounting and,their application to business settings. Students,will gain a comprehensive overview of accounting.,Periodic offering.	
<b>BU 477 FORAD: Multi-National Finance</b>	<b>3</b>
This course applies the theories of managerial,and international finance to the problems of,multinational treasury management. Topics include,issues and techniques in multinational funds,transfers; identifying and measuring foreign,exchange and interest rate risk; multinational tax,planning; managing foreign exchange and interest,rate risk; hedging instruments, including forward,contracts, options, and swaps; and financially,engineered synthetics. Students also manage the,financial functions of a computer-simulated,multinational corporation, construct a biennial,report summarizing their management results, and,present oral reports to a board of directors,consisting of professors and invited business,professionals. Prerequisite: BU 467. Spring,semester. Finance concentration students must take,spring semester of senior year.	
<b>BU 489 Marketing Strategy</b>	<b>3</b>
An integrative experience that allows students to,understand the relationships between various,aspects of marketing and other functional areas,of business. Students will study the development,of comprehensive marketing plans. Prerequisite:,BU 218 and senior standing. Spring semester.	
<b>BU 490 Internship</b>	<b>1-12</b>
See information on Directed Studies page.	

## **EC Courses**

- EC 210 Principles of Microeconomics** 3  
Economics of the consumer and the firm, principles,of market supply and demand and the determination,of prices, analysis of competitive, monopolistic,and oligopolistic markets, labor and other,resource-input markets. Fulfills Social Science,shared curriculum requirement. Fall and spring,semesters.
- EC 211 Principles of Macroeconomics** 3  
Examination of problems of unemployment,,inflation, productivity, and economic growth,,measurement of national income, Keynesian and,classical theories of national income,determination, fiscal and monetary policies and,their implications, and international economics.,Fulfills Social Science shared curriculum,requirement. Fall and spring semesters.
- EC 320 Intermediate Microeconomic Analysis** 3  
Theory of consumer and producer behavior,,determination of price under various market,structures; resource allocation and income,distribution; general equilibrium analysis;;application of economic principles to social,problems. Prerequisites: EC 210, EC 211 and,departmental math requirement. Fall semester.
- EC 321 Intermediate Macroeconomic Analysis** 3  
Analysis of Keynesian, classical and other models,of national income determination; fiscal and,monetary policy; evaluation of the impact of,international trade and capital flows on national,income; theories of economic growth; macroeconomic,history of the U.S. Prerequisites: EC 210, EC 211,and departmental math requirement. Spring,semester.
- EC 328 Poverty, Inequality, and Economics** 3  
This course introduces you to some of the theories,and concepts that social scientists use to examine,issues related to the economics of the household.,We will focus on analysis of key measures of,income and poverty. Key determinants, including,marital status, fertility, age, race, gender, and,education, will be analyzed in relation to,economic status. This course uses Microsoft Excel,extensively. Periodic offering.
- EC 345 Economics of Social Issues** 3  
For continuing studies students only. Economic,thinking about social problems such as population,growth, price controls, poverty, higher,education, energy, crime, pollution, consumerism,,health care, social and economic inequality,,unemployment, inflation, taxation and the public,debt.
- EC 350 Environmental Economics** 3  
Studies the role of markets, governments, and,civil society in shaping the way people behave,toward the environment, focusing on the concept,of sustainability in terms of society, economics,and the environment. Because people interact in a,variety of ways, the course moves from local to,global and focuses on issues at each level.,Prerequisites: EC 210 or MA 171 or MA 158.,Periodic offering.
- EC 356 Applied Economic Principles** 3  
For continuing studies students only. Explore,national economic factors and the impact of,government policy, as well as the driving force,behind all economic decision-making, to analyze,how and why consumers and businesses make the,choices they do. Decision-making in light of,scarce resources will be examined.
- EC 381 Sustainable Development Abroad: Poverty,And Environmental Sustainability"** 3  
Establishes a basic understanding of the theory,and practical application of the "hows" and,"whys" of a particulate international culture,abroad, particularly as it relates to the,historic, present and future challenges of that,economy and to doing business with various people,groups at home and abroad. Business models unique,to non-American cultures will be explored in,depth. Also listed as SO 381.

<b>EC 401 Money and Banking</b>	<b>3</b>
Nature, function and regulation of money and,credit. Review of the financial institutions that,control domestic and international monetary,policy. Prerequisites: BU 230, EC 210, EC 211 and,departmental math requirement. Periodic offering.	
<b>EC 402 Econometrics</b>	<b>3</b>
Application of statistical modeling to empirical,work in economics. A mixture of theory and applied,computer work. Primary focus is regression,analysis. Prerequisites: departmental math,requirement. Spring semester.	
<b>EC 403 Forecasting in Economics and Finance</b>	<b>3</b>
Analyzing data to forecast the future is a,fundamental element of decision-making for firms,and governments. This course provides an overview,of modern, quantitative, and statistical methods,for forecasting economic and financial,performance. The course is designed to cover the,forecasting process and the statistical modeling,behind the forecasting techniques. This course,covers the basics of forecasting and time series,analysis as used in finance, economics, and,business. Basic time series topics will include,linear regression, ARMA models, trend modeling,seasonal adjustments, and volatility modeling. The,course will introduce students to coding in STATA,to do forecasts using simulated and actual data.	
<b>EC 416 International Trade and Finance</b>	<b>3</b>
Classical and modern theories of international,trade; analysis of tariffs and other trade,restrictions; balance of payments; foreign,exchange-rate determination; relationship between,national income and balance of payments;;applications to current issues in international,economics. Prerequisites: departmental math,requirement. Fall semester.	
<b>EC 425 Economic Development</b>	<b>3</b>
Theories of economic growth and development,focusing on the developing countries; measurement,of economic development; roles of economic,systems, culture, resources, human capital,,technology, foreign trade, foreign aid, foreign,investment; economic appraisal methodology.,Prerequisites: EC 210, EC 211 and departmental,math requirement. EC 320 and EC 321 recommended if,declared Economics concentration. Periodic,offering.	
<b>EC 430 Money Skills for Life after College</b>	<b>1</b>
Review of practical money skills that college,students need as they enter the world of work. ,Covers basic budgeting, credit management, making,decisions about employer-provided health care,,and savings and investments, especially,employer-provided options. Spring semester.	