



2013 – 2014 Bulletin

School of Business Administration

Berrien Springs, Michigan 49104
www.andrews.edu 800–253–2874

Admission to Andrews University is available to any student who meets the academic and character requirements of the university and who expresses willingness to cooperate with its policies. Because Andrews University is operated by the Seventh-day Adventist Church, the majority of its students are Seventh-day Adventists. However, no particular religious commitment is required for admission; any qualified student who will be comfortable within its religious, social, and cultural atmosphere may be admitted. The university does not discriminate on the grounds of race, color, creed, disability, national or ethnic origin, sex, marital status, or handicap. On request it makes available to the public its annual financial report. To obtain a copy, contact the Office of the Vice President for Financial Administration at the address below

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Please contact the appropriate personnel for information pertaining to schools, departments, programs, and courses. For all other bulletin inquiries you may contact the Publications & Communication Specialist in the Office of Academic Records by email at bulletin@andrews.edu or by phone at (269) 471–3233.

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Course Prefixes and Numbers

Courses are listed by course prefix and course number. Course prefixes are listed below in alphabetical order. At the end of each prefix designation is an abbreviated symbol in parentheses for the school in which the prefix occurs. Symbols are as follows:

College of Arts and Sciences (CAS) School of Architecture, Art & Design (SAAD)		School of Business Administration (SBA) School of Education (SED)		School of Health Professions (SHP) Seventh-day Adventist Theological Seminary (SEM)	
ACCT	Accounting (SBA)	EDUC	Education—General (SED)	MSSN	World Mission (SEM)
AFLT	Aeronautical Flight	ENGL	English (CAS)	MUCT	Music Composition & Theory (CAS)
AGRI	Agriculture	ENGM	Engineering Management (CAS)	MUED	Music Education (CAS)
ALHE	Allied Health (CAS)	ENGR	Engineering (CAS)	MUHL	Music History & Literature (CAS)
ANSI	Animal Science	ENGT	Engineering Technology (CAS)	MUPF	Music Performance (CAS)
ANTH	Anthropology (CAS)	ENSL	Intensive English (CAS)	MURE	Music—Religious (CAS)
ARCH	Architecture (SAAD)	FDNT	Nutrition (SHP)	NRSG	Nursing (SHP)
ART	Art Studio (SAAD)	FILM	Film (SAAD)	NTST	New Testament Studies (SEM)
ARTH	Art History (SAAD)	FMST	Family Studies (CAS)	OTST	Old Testament Studies (SEM)
AVIA	Aviation	FNCE	Finance (SBA)	PHIL	Philosophy (CAS)
AVMT	Aviation Maintenance	FREN	French (CAS)	PHTH	Physical Therapy (SHP)
BCHM	Biochemistry (CAS)	FTES	Fitness & Exercise Studies (SHP)	PHTO	Photography (SAAD)
BHSC	Behavioral Sciences (CAS)	GDPC	Graduate Psychology & Counseling (SED)	PHYS	Physics (CAS)
BIBL	Biblical Languages (CAS)	GEOG	Geography (CAS)	PLSC	Political Science (CAS)
BIOL	Biology (CAS)	GNST	General Studies (CAS)	PORT	Portuguese (CAS)
BSAD	Business Administration (SBA)	GRMN	German (CAS)	PREL	Public Relations (CAS)
CHEM	Chemistry (CAS)	GSEM	General Theological Seminary (SEM)	PSYC	Psychology (CAS)
CHIS	Church History (SEM)	HIST	History (CAS)	PTH	Physical Therapy – Professional & Post-Professional (SHP)
CHMN	Christian Ministry (SEM)	HLED	Health Education (SHP)	RELB	Religion—Biblical Studies (CAS)
CIDS	Comm & Intl Development (CAS)	HONS	Honors (all undergraduate)	RELG	Religion—General (CAS)
COMM	Communication (CAS)	HORT	Horticulture	RELH	Religion—History (CAS)
CPTR	Computing & Software Engineering (CAS)	IDSC	Interdisciplinary Studies (CAS)	RELP	Religion—Professional & Applied Studies (CAS)
DSGN	Design (SAAD)	INFS	Information Systems (SBA)	RELT	Religion—Theology (CAS)
DSRE	Discipleship & Religious Education (SEM)	INLS	International Language Studies (CAS)	SOCI	Sociology (CAS)
ECON	Economics (SBA)	JOUR	Journalism (CAS)	SOWK	Social Work (CAS)
EDAL	Educational Administration & Leadership (SED)	LEAD	Leadership (SED)	SPAN	Spanish (CAS)
EDCI	Educational Curriculum & Instruction (SED)	MAED	Mathematics Education (CAS)	SPED	Special Education (SED)
EDFN	Educational Foundations (SED)	MATH	Mathematics (CAS)	SPPA	Speech—Language Pathology & Audiology (SHP)
EDRM	Research & Measurement (SED)	MDIA	Media (SAAD)	STAT	Statistics (CAS)
EDTE	Teacher Education (SED)	MKTG	Marketing (SBA)	THST	Theology & Christian Philosophy (SEM)
		MLSC	Medical Laboratory Sciences (SHP)		
		MSCI	Mathematics and Science (CAS)		

COURSE NUMBERS

Non Credit	Below 100	Courses enabling the student to qualify for freshman standing
Undergraduate Lower Division	100–199	Courses usually taken during the freshman year
	200–299	Courses usually taken during the sophomore year
Undergraduate Upper Division	300–399	Courses usually taken during the junior year
	400–499	Courses usually taken during the senior year
Graduate Level	500–699	Courses for graduate students only
	700–999	Courses for post-masters students

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School of Business Administration

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Allen F. Stembridge, *Dean*
Jerry Chi, *Assistant Dean*

Mission

The School of Business Administration offers high quality education in business at the bachelor's and master's levels to all who qualify, both church members and others of goodwill. We emphasize excellence in teaching in our disciplines, challenging students to search for knowledge and for that wisdom illumined by Christian insight in preparation for service to the world.

History

The school traces its origin to 1908 with the establishment of the Commercial Department of Emmanuel Missionary College. In 1952 all business instruction was organized into the Department of Business Administration. MBA candidates were admitted to the graduate program in 1964. In July 1980, the School of Business Administration was organized, becoming the third professional school of the university. The school is housed in Chan Shun Hall.

Business Ethics Oath

The School of Business Administration is committed to promoting a higher ethical standard for its graduating students. Ethics is learned in various business classes throughout the course of study, with a business ethics oath taken at the end of their senior year. This oath is available to senior students wishing to participate in a higher ethical standard of business conduct.

Core Values

- Promote faculty commitment to scholarly research and service to society as important components of our teaching mission.
- Improve business practices within the church through both research and service.
- Prepare students for careers in for–profit and not–for–profit organizations.
- Encourage critical thinking, creative expression and mastery of analytical tools.
- Expose students to recent research and thinking in each discipline.
- Foster a broad general education that provides undergraduate business students with the basic tools for academic and professional achievement.

Accreditation and Memberships

The School of Business Administration at Andrews University has received specialized accreditation for its business programs through the International Assembly for Collegiate Business Education (IACBE), located in Olathe, Kansas. The business programs in the following degrees are accredited by the IACBE:

- Bachelor of Business Administration with concentrations in Accounting, Finance, Information Systems, International Business, Management, and Marketing
- Master of Business Administration

The University is accredited by the Higher Learning Commission and a member of the North Central Association. The School of Business Administration is a member of the Association to Advance Collegiate Schools of Business (AACSB International).

Programs

Associate of Science

- General Business AS

Bachelor of Arts

- Economics BA

Bachelor of Science

- Business Administration BS

Bachelor of Business Administration

- Accounting BBA

- Finance BBA
- Information Systems BBA
- International Business BBA
- International Business and Language BA/BBA (dual degree)
- Management BBA
- Marketing BBA

Minors

- Accounting Minor
- Business Administration Minor
- Economics Minor
- Finance Minor
- Information Systems Minor
- Management Minor
- Marketing Minor

Master of Business Administration

- Business Administration MBA
- Business Administration MBA Interactive Online

Master of Science Administration

- Church Administration MSA

Associates

General Business AS

The Associate of Science degree prepares students for entry–level job opportunities in the business field. The degree is designed for the student who cannot stay in college for a four–year degree or who wishes to interrupt his/her program for a period of time and return to college to complete a four–year baccalaureate degree.

Total Credits: 62

Business Core Courses—15

- ACCT 121 – Fundamentals of Accounting Credits: 3
- ACCT 122 – Fundamentals of Accounting Credits: 3
- INFS 120 – Foundations of Information Technology Credits: 3
- ECON 225 – Principles of Macroeconomics Credits: 3
- ECON 226 – Principles of Microeconomics Credits: 3

General Business Emphasis—9

- BSAD 210 – Small Business Management Credits: 3
- BSAD 341 – Business Law Credits: 3
- INFS 215 – Information Systems Theory and Application Credits: 3

Cognates—3

- STAT 285 – Elementary Statistics Credits: 3

General Electives

Sufficient credits to complete the 62 credits required for graduation.

General Education—35–37

See associate within professional program requirements and note the following **specific** requirements:

Computer Literacy

Required as part of the Business Core.

Service

- BHSC 100 – Philosophy of Service Credits: 2

Social Sciences

- PSYC 101 – Introduction to Psychology Credits: 3

Other Requirements

Transfer Work

The School of Business Administration does not accept 100–200 level courses (i.e. lower division) as transfer work to replace 300–400 level courses (i.e. upper division).

English Language Proficiency

The School of Business Administration does not permit undergraduate students to register for courses in the School of Business Administration unless they are at the Advanced Level in ELI.

Bachelors

Business Administration BS

The program caters specifically to pre–medical, pre–dental, pre–law or other pre–professional students who desire a business emphasis that will benefit them in their chosen career.

This four–year degree includes the business core and courses required by the pre–professional program. Courses need to be selected in consultation with an advisor from the School of Business Administration and an advisor from the specific pre–professional program.

Total Minimum Credits: 124

Business Core—39

- ACCT 121 – Fundamentals of Accounting Credits: 3
- ACCT 122 – Fundamentals of Accounting Credits: 3
- BSAD 341 – Business Law Credits: 3
- BSAD 355 – Management and Organization Credits: 3
- BSAD 365 – International Environment of Business Credits: 3
- BSAD 475 – Operations Management Credits: 3
- BSAD 494 – Business Strategy and Decisions Credits: 3
- ECON 225 – Principles of Macroeconomics Credits: 3
- ECON 226 – Principles of Microeconomics Credits: 3
- FNCE 317 – Business Finance Credits: 3
- INFS 120 – Foundations of Information Technology Credits: 3
- INFS 215 – Information Systems Theory and Application Credits: 3
- MKTG 310 – Principles of Marketing Credits: 3

Cognates—3

- STAT 285 – Elementary Statistics Credits: 3 (for pre–medical, substitute BIOL 280)

General Electives

As required by the pre–professional program.

General Education

See professional program requirements and note the following **specific** requirements:

Religion

- RELT 100 – God and Human Life Credits: 3
- RELT 340 – Religion and Ethics in Modern Society Credits: 3 **OR** RELT 390 – Christian Business Ethics Credits: 3
- RELT 390 – Christian Business Ethics Credits: 3
- and two courses

Life/Physical Sciences

Minimum of one Life Science course. Pre–professional programs such as pre–medical and pre–dental require additional and specific Life Science and Physical Science courses.

Mathematics

As required by the pre–professional program.

Service

See BA/BS degree requirements.

Computer Literacy

Required as part of the Business Core (INFS 120).

Social Sciences

Required as part of the Business Core (ECON 225).

Other Requirements

GPA Requirements

Students must complete the required business courses with a minimum GPA of 2.33 (C+).

Transfer Work

The School of Business Administration does not accept 100–200 level courses (i.e. lower division) as transfer work to replace 300–400 level courses (i.e. upper division).

English Language Proficiency

The School of Business Administration does not permit undergraduate students to register for courses in the School of Business Administration unless they are at the Advanced Level in ELI.

Bachelors Dual Degrees

International Business and Language BA/BBA

This program prepares students for international careers with business and language skills, providing practical, on–site, work experience and an academic background in international affairs. Students receive two separate but integrated degrees: a Bachelor of Business Administration with a major in management and a Bachelor of Arts in language for international trade. See International Language Studies for a full description.

Total Credits: 143

Business Core—39

- ACCT 121 – Fundamentals of Accounting Credits: 3
- ACCT 122 – Fundamentals of Accounting Credits: 3
- BSAD 341 – Business Law Credits: 3
- BSAD 355 – Management and Organization Credits: 3
- BSAD 365 – International Environment of Business Credits: 3
- BSAD 475 – Operations Management Credits: 3
- BSAD 494 – Business Strategy and Decisions Credits: 3
- ECON 225 – Principles of Macroeconomics Credits: 3
- ECON 226 – Principles of Microeconomics Credits: 3
- FNCE 317 – Business Finance Credits: 3
- INFS 120 – Foundations of Information Technology Credits: 3
- INFS 215 – Information Systems Theory and Application Credits: 3
- MKTG 310 – Principles of Marketing Credits: 3

Business Major Requirements—27

Major Core—15

- BSAD 345 – Business and Society Credits: 3
- BSAD 384 – Human Resource Management Credits: 3
- BSAD 410 – Entrepreneurship Credits: 3
- BSAD 450 – Multicultural Business Relations Credits: 3
- BSAD 467 – International Management Credits: 3

Group A electives—3

Choose one course from the following:

- FNCE 426 – International Finance Credits: 3
- ECON 427 – Economic Development Credits: 3
- ECON 454 – International Economics Credits: 3

Group B electives—9

Take all three courses:

- MKTG 465 – International Marketing Credits: 3
- INLS 490 – Language and International Trade Internship/Practicum Credits: 3
- INLS 495 – Directed Study/Readings/Research/Project Credits: 1–3

Business Major Course/GPA Requirements

Students must complete the required and elective major courses (27 credits) with a minimum GPA of 2.33 (C+). The GPA is figured including all courses attempted—even those in which a D is received and which, therefore, do not apply towards the 27 credits of the major.

All management majors must obtain a C (2.00) minimum grade in ACCT 121, ACCT 122 and a C (2.00) minimum grade in BSAD 355.

Specialized Studies in Language—30

Students may choose to do a concentration in either French or Spanish.

French

Requires a minimum of 30 credits including

- FREN 415 – Advanced French Communication Credits: 3
- FREN 420 – Francophone Cultures: The New World and the Third World Credits: 3 OR FREN 430 – Contemporary French Culture and Society Credits: 3
- and 3 credits of an elective course at the 400 level

Note:

All majors are required to attend a full academic year at the Centre universitaire et pédagogique du Saleve, Collonges, France.

Spanish

Requires a minimum of 30 credits including

- SPAN 420 – Advanced Spanish Written and Oral Communication Credits: 3
- SPAN 426 – Contemporary Spain Credits: 3 **OR** SPAN 436 – Spanish–American Culture Credits: 3
- SPAN 470 – Spanish for International Trade Credits: 3
- and 3 credits of an elective course at the 400 level

Note:

All majors are required to attend a full academic year at Colegio Adventista de Sagunto, Spain, or Universidad Adventista del Plata, Argentina.

Cognates—3

- STAT 285 – Elementary Statistics Credits: 3

General Education—44

See professional program requirements and note the following **specific** requirements:

Religion

- RELT 100 – God and Human Life Credits: 3
- RELT 340 – Religion and Ethics in Modern Society Credits: 3 OR RELT 390 – Christian Business Ethics Credits: 3
- and two courses

Mathematics

- MATH 166 – College Algebra for Business Credits: 3

Computer Literacy

Required as part of the Business Core.

Service

See BA/BS degree requirements.

Social Sciences

- PSYC 101 – Introduction to Psychology Credits: 3
- SOCI 119 – Principles of Sociology Credits: 3

Other Requirements

Transfer Work

The School of Business Administration does not accept 100–200 level courses (i.e. lower division) as transfer work to replace 300–400 level courses (i.e. upper division).

Residence Requirement

Students must complete in residence in the School of Business Administration at Andrews University a minimum of 50% (33 credits) of the course work for the BBA degree (66 credits=39 credits in the BBA core + 27 credits in BBA required/elective major courses).

English Language Proficiency

The School of Business Administration does not permit undergraduate students to register for courses in the School of Business Administration unless they are at the Advanced Level in ELI.

Undergraduate Minors

Business Administration Minor

Total Credits: 21

Minor Core—15

- ACCT 121 – Fundamentals of Accounting Credits: 3
- ACCT 122 – Fundamentals of Accounting Credits: 3
- BSAD 341 – Business Law Credits: 3
- ECON 225 – Principles of Macroeconomics Credits: 3
- ECON 226 – Principles of Microeconomics Credits: 3

Minor Electives—6

Upper–division electives required.

Other Minors Available

Minors may also be obtained in:

- Accounting
- Economics
- Finance
- Information Systems
- Management
- Marketing

Masters

Business Administration MBA

Chan Shun Hall
269-471-3339; FAX: 269-471-6158
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Graduate Faculty

Jerry Chi, *Graduate Programs Director*
José R. Goris
William Greenley
Alan Kirkpatrick
Ben Maguad
LeRoy Ruhupatty
Lucile Sabas
Allen F. Stembridge
Carmelita Troy
Jacquelyn Warwick
W. Bruce Wrenn

Program Description

Mission

The mission of the Professional MBA program is to prepare students from many cultural backgrounds for responsible positions in domestic and international business, in government, and in not-for-profit organizations. The program emphasizes the integration of business principles with Christian principles and philosophy to prepare students for leadership roles which require clear and critical thinking, wise judgment, effective communication, integrity in all actions, and recognition of opportunities for service.

Professional MBA

With the appropriate business background, the Professional MBA at Andrews University can be completed in three semesters. However, the MBA is also designed for students with any bachelor's degree. Students who enter the program without prior coursework in business will take a two-year (5-semester) degree program, which will include prerequisites. Prerequisites in the common body of knowledge are required to bring the student up to the minimum expectations of our graduate faculty. These courses provide an introduction to the broad field of business administration.

The graduate courses in the MBA itself, which approximate three semesters of work, are divided into two groups, required and elective; 24 credits are in courses required of all students, and 9 credits are in elective courses. These advanced courses emphasize the understanding of administrative processes in resolving problems faced by business executives. These courses also help the student view the business enterprise as an integrated unit operating in a complex economic, political, and social system.

Only courses numbered above 500 may be used to meet MBA requirements. A maximum of 6 credits in approved courses may be taken off-campus or in another school of the university.

Total Credits: 33

MBA Core—24

- ACCT 610 – Managerial Accounting Credits: 3
- BSAD 515 – Organizational Behavior & Leadership Credits: 3
- BSAD 620 – Christian Ethics, Service & Society Credits: 3
- BSAD 689 – Strategic Management Credits: 3 (Capstone Course)
- ECON 525 – International Macroeconomics Credits: 3
- ECON 530 – Managerial Economics Credits: 3
- FNCE 675 – Financial Management Credits: 3
- MKTG 680 – Strategic Marketing Management Credits: 3

MBA Electives—9

Choose three courses from the following:

- ACCT 586 – Tax Research Credits: 3

- ACCT 615 – Accounting Theory Credits: 3
- ACCT 620 – Financial Statement Analysis Credits: 3
- BSAD 530 – Leadership & Management of Not-for-Profit Organizations Credits: 3
- BSAD 545 – International Business Management Credits: 3
- BSAD 556 – Topics in _____ Credits: 1–3
- BSAD 560 – Intercultural Business Relations Credits: 3
- BSAD 615 – Management of Quality Credits: 3
- BSAD 670 – Management of Human Resources Credits: 3
- FNCE 526 – International Financial Management Credits: 3
- FNCE 680 – Investment Management Credits: 3
- INFS 510 – Management Information Systems Credits: 3
- MKTG 540 – Marketing Management in Not-for-Profit Organizations Credits: 3

Admission Requirements

In addition to the general admission requirements under School of Graduate Studies & Research, note also the requirements listed below.

Prerequisite Courses

These prerequisite courses may be waived for students with appropriate undergraduate course work from an accredited institution. If the prerequisite courses are more than five years old or the grades earned are below C, students may be required to repeat these courses.

Such courses must be taken by the time the student has completed no more than 50% of his/her course work for the master's degree. The following eight courses constitute the prerequisites for the MBA degree:

- ACCT 121 – Fundamentals of Accounting Credits: 3 OR ACCT 501 Survey of Accounting Credits: 2
- ACCT 122 – Fundamentals of Accounting Credits: 3 OR ACCT 502 Survey of Accounting II Credits: 2
- BSAD 341 – Business Law Credits: 3 OR BSAD 506 Survey of Business Law Credits: 2
- BSAD 475 – Operations Management Credits: 3 OR BSAD 505 Survey of Operations Management Credits: 2
- ECON 225 – Principles of Macroeconomics Credits: 3 OR ECON 505 Survey of Macroeconomics Credits: 2
- ECON 226 – Principles of Microeconomics Credits: 3 OR ECON 506 Survey of Microeconomics Credits: 2
- FNCE 317 – Business Finance Credits: 3 OR FNCE 500 Survey of Business Finance Credits: 2
- STAT 285 – Elementary Statistics Credits: 3
- Competency in computers is assumed.

Graduate Management Admission Test (GMAT)

The GMAT admission requirements must be met for regular admission status.

Admission GMAT requirements can be obtained by **ONE** of the following:

1. Attain formula score of 1,000 points, calculated by taking the undergraduate cumulative GPA X 200 + GMAT score \geq 1,000.
- OR
2. Five years of documented and approved work experience and earned a grade of at least of B– in statistics and a grade of at least B– in pre-calculus algebra.
- OR
3. On-campus Andrews University undergraduate business students with a cumulative GPA \geq 3.0 and earned a grade of at least a B– in statistics and a grade of at least B– in pre-calculus algebra.

Maintaining Academic Standing

All graduate students are expected to maintain a 3.00 GPA in all graduate courses that apply to the degree requirements.

No grade of D or F (or U) may be used to satisfy degree requirements; however, these grades are included when computing the cumulative GPA and, if they occur in courses normally meeting degree requirements, the degree GPA.

Students admitted under provisional status (due to lack of prerequisites, GMAT, etc.) must make regular progress toward achieving regular enrollment status and toward completion of their selected graduate degree. If insufficient progress is made, provisional status will be revoked after four enrolled semesters.

Regular admission status must be met no later than the semester before the last semester in which the student expects to enroll, prior to graduation.

Program Accreditation

The Master of Business Administration is accredited by the International Assembly for Collegiate Business Education (IACBE), located in Olathe, Kansas.

English Language Proficiency Requirements

The School of Business Administration does not permit students to register for graduate classes unless they have met the University requirements for Regular Admission Status for English proficiency. Students whose language of instruction is not English must demonstrate English proficiency by submitting a minimum TOEFL or MELAB score of 80. The School of Business Administration also does not permit graduate students to register for prerequisite courses for the MBA program unless they are at the Advanced Level in ELI.

MBA Trinidad Extension Program

This program follows the on-campus MBA program admission and course requirements. School of Business Administration professors travel to Trinidad to teach course modules. Students enrolled in this program are required to take the last two courses on the Andrews University campus. **This program is not open to new students, but is available to currently enrolled students only.**

Business Administration MBA Interactive Online

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Allen F. Stembridge
Carmelita Troy
Jacquelyn Warwick
W. Bruce Wrenn

Program Description

Andrews University School of Business Administration recognizes that it is not always convenient for business professionals to leave their places of employment to obtain advanced degrees in business. The interactive online MBA degree program is designed for completion online with the final courses required on campus (3-week intensives) culminating with graduation exercises (usually the first weekend in August). The interactive online MBA program is available to students who are not able to attend classes on campus.

A maximum of 6 credits in approved courses may be taken at another accredited college/university or in another school of Andrews University.

Total Credits: 33

MBA Core—24

- ACCT 610 – Managerial Accounting Credits: 3
- BSAD 515 – Organizational Behavior & Leadership Credits: 3
- BSAD 620 – Christian Ethics, Service & Society Credits: 3
- BSAD 689 – Strategic Management Credits: 3 (Capstone Course)
- ECON 525 – International Macroeconomics Credits: 3
- ECON 530 – Managerial Economics Credits: 3
- FNCE 675 – Financial Management Credits: 3
- MKTG 680 – Strategic Marketing Management Credits: 3

MBA Electives—9

These elective courses are tentative. Other electives may become available and offered for the online program.

Choose three courses from the following:

- ACCT 620 – Financial Statement Analysis Credits: 3
- BSAD 530 – Leadership & Management of Not-for-Profit Organizations Credits: 3
- BSAD 615 – Management of Quality Credits: 3
- BSAD 670 – Management of Human Resources Credits: 3
- INFS 510 – Management Information Systems Credits: 3

Admission Requirements

In addition to the general admission requirements under School of Graduate Studies & Research, note also the requirements listed below.

Prerequisite Courses

These prerequisite courses may be waived for students with appropriate undergraduate course work from an accredited institution. If the prerequisite courses are more than five years old or the grades earned are below C, students may be required to repeat these courses.

Such courses must be taken by the time the student has completed no more than 50% of his/her course work for the master's degree. The following eight courses constitute the prerequisites for the MBA degree:

- ACCT 121 – Fundamentals of Accounting Credits: 3 OR ACCT 501 Survey of Accounting Credits: 2
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- BSAD 341 – Business Law Credits: 3 OR BSAD 506 Survey of Business Law Credits: 2
- BSAD 475 – Operations Management Credits: 3 OR BSAD 505 Survey of Operations Management Credits: 2
- ECON 225 – Principles of Macroeconomics Credits: 3 OR ECON 505 Survey of Macroeconomics Credits: 2
- ECON 226 – Principles of Microeconomics Credits: 3 OR ECON 506 Survey of Microeconomics Credits: 2
- FNCE 317 – Business Finance Credits: 3 OR FNCE 500 Survey of Business Finance Credits: 2
- STAT 285 – Elementary Statistics Credits: 3
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Church Administration MSA

The Master of Science in Administration program is designed to prepare students for leadership in various industry-specific settings.

The MSA degree in church administration is for students seeking management roles in church or church-related organizations. Offered jointly by the School of Business Administration and the Theological Seminary, the program blends business management and church management.

A maximum of 6 credits in approved courses may be taken off-campus or in another school of the university.

The MSA may include a limited number of 400-level swing courses.

Total Credits: 33

Business Requirements—15

Business Core—9

- BSAD 515 – Organizational Behavior & Leadership Credits: 3
- BSAD 620 – Christian Ethics, Service & Society Credits: 3
- MKTG 680 – Strategic Marketing Management Credits: 3

Business Electives—6

Choose two courses from the following:

- ACCT 620 – Financial Statement Analysis Credits: 3
- BSAD 530 – Leadership & Management of Not-for-Profit Organizations Credits: 3
- BSAD 560 – Intercultural Business Relations Credits: 3
- BSAD 670 – Management of Human Resources Credits: 3
- FNCE 680 – Investment Management Credits: 3
- MKTG 540 – Marketing Management in Not-for-Profit Organizations Credits: 3

Seminary Requirements—18

Seminary Core—15–18

- CHMN 526 – Conflict Management in the Church Credits: 2–3
- CHMN 543 – Christian Leadership in a Changing World Credits: 3
- DSRE 541 – Foundations of Biblical Spirituality Credits: 2–3
- MSSN 546 – Mission in Cultural and Religious Context Credits: 3
- THST 615 – Doctrine of the Church Credits: 2–3
- THST 643 – Christian Professional Ethics Credits: 2–3

Seminary Electives—0–3 credits

If you so choose, pick one course from the following:

- CHMN 552 – Foundations of Pastoral Ministry Credits: 2
- CHMN 630 – Leadership Development Credits: 2–3
- GSEM 626 – Contemporary Adventist Theological Issues Credits: 2–3
- MSSN 630 – Cross-Cultural Leadership Development Credits: 2–3
- THST 634 – Christian Social Ethics Credits: 2–3

Admission Requirements

See general admission requirements under School of Graduate Studies & Research. Students have the option to take either the GRE or GMAT.

Maintaining Academic Standing

All graduate students are expected to maintain a 3.00 GPA in all graduate courses that apply to the degree requirements.

No grade of D or F (or U) may be used to satisfy degree requirements; however, these grades are included when computing the cumulative GPA and, if they occur in courses normally meeting degree requirements, the degree GPA.

Students admitted under provisional status (due to lack of prerequisites, GMAT, etc.) must make regular progress toward achieving regular enrollment status and toward completion of their selected graduate degree. If insufficient progress is made, provisional status will be revoked after four enrolled semesters.

Regular admission status must be met no later than the semester before the last semester in which the student expects to enroll, prior to graduation.

English Language Proficiency

The School of Business Administration does not permit students to register for graduate classes unless they have met the University requirements for Regular Admission Status for English proficiency. Students whose language of instruction is not English must demonstrate English proficiency by submitting a minimum TOEFL or MELAB score of 80.

Accounting, Economics & Finance

Chan Shun Hall, Room #215
269-471-3429; FAX: 269-471-6158
aef-info@andrews.edu
www.andrews.edu/sba

Faculty
Carmelita Troy, *Program Coordinator*
Alan Kirkpatrick
LeRoy Ruhupatty
Lucile Sabas

Mission

The Department of Accounting, Economics & Finance offers majors that are intellectually stimulating, professionally challenging, and rewarding. We endeavor to provide the best preparation possible for careers in business, government, academia, and the church.

The faculty seeks to provide students with training and education which will qualify them for employment in a multicultural and global environment. A Christian education encourages an awareness of moral and ethical responsibilities in one's personal and professional life. It is in this context that the department holds up Jesus Christ as the best model for personal responsibility and development and seeks to encourage its students to follow His example.

Bachelors

Accounting BBA

Accounting is concerned primarily with (1) measuring income, expenditures, and wealth generated by a business enterprise, and (2) communicating information about the financial condition of economic organizations and the results of their financial activities. Thus, accounting is the language of business—the backbone of the free enterprise system.

The accounting major is designed to meet the needs of students preparing for accounting careers in business, government, not-for-profit organizations, or public accounting, including those who desire to secure, through state examination, the status of Certified Public Accountant (CPA) or that of Certified Management Accountant (CMA).

Students planning to sit for the CPA exam should consult their state's Board of Public Accountancy before planning their accounting program. Each state has its own rules, regulations, and specific course requirements. Assistance may be obtained from the Accounting faculty.

Total Credits: 124

Business Core—39

- ACCT 121 – Fundamentals of Accounting Credits: 3
- ACCT 122 – Fundamentals of Accounting Credits: 3
- BSAD 341 – Business Law Credits: 3
- BSAD 355 – Management and Organization Credits: 3
- BSAD 365 – International Environment of Business Credits: 3
- BSAD 475 – Operations Management Credits: 3
- BSAD 494 – Business Strategy and Decisions Credits: 3
- ECON 225 – Principles of Macroeconomics Credits: 3
- ECON 226 – Principles of Microeconomics Credits: 3
- FNCE 317 – Business Finance Credits: 3
- INFS 120 – Foundations of Information Technology Credits: 3
- INFS 215 – Information Systems Theory and Application Credits: 3
- MKTG 310 – Principles of Marketing Credits: 3

Major Requirements

Major Core—15

- ACCT 321 – Intermediate Accounting Credits: 3
- ACCT 322 – Intermediate Accounting Credits: 3
- ACCT 365 – Individual Taxation Credits: 3

- ACCT 456 – Advanced Accounting Credits: 3
- ACCT 465 – Auditing Credits: 3

Major Electives—12

Choose four courses from the following:

- ACCT 320 – Business Communication Credits: 3
- ACCT 330 – Cost and Managerial Accounting Credits: 3
- ACCT 455 – Accounting for Not-for-Profit Organizations Credits: 3
- ACCT 467 – Corporate Taxation Credits: 3
- ACCT 476 – Accounting Information Systems Credits: 3
- BSAD 487 – Internship in _____ Credits: 3
- FNCE 397 – Investments Credits: 3

Business Major Course/GPA Requirements

Students must complete the required and elective major courses (27 credits) with a minimum GPA of 2.33 (C+). The GPA is figured including all courses attempted—even those in which a D is received and which, therefore, do not apply towards the 27 credits of the major.

All accounting majors must obtain a C (2.00) minimum grade in ACCT 121, ACCT 122.

Cognates—3

- STAT 285 – Elementary Statistics Credits: 3

General Electives—11

Sufficient credits to complete the 124 credits required for graduation.

General Education—44

See professional program requirements and note the following **specific** requirements:

Religion

- RELT 100 – God and Human Life Credits: 3
- RELT 340 – Religion and Ethics in Modern Society Credits: 3 **OR** RELT 390 – Christian Business Ethics Credits: 3
- and two courses

Mathematics

- MATH 166 – College Algebra for Business Credits: 3

Computer Literacy

Required as part of the Business Core.

Service

See BA/BS degree requirements.

Social Sciences

- PSYC 101 – Introduction to Psychology Credits: 3
- SOCI 119 – Principles of Sociology Credits: 3

Other Requirements

Transfer Work

The School of Business Administration does not accept 100–200 level courses (i.e. lower division) as transfer work to replace 300–400 level courses (i.e. upper division).

Residence Requirement

Students must complete in residence in the School of Business Administration at Andrews University a minimum of 50% (33 credits) of the course work for the BBA degree (66 credits=39 credits in the BBA core + 27 credits in BBA required/elective major courses).

English Language Proficiency

The School of Business Administration does not permit undergraduate students to register for courses in the School of Business Administration unless they are at the Advanced Level in ELI.

Economics BA

The program in economics is devoted primarily to the study of the economic principles and institutions that affect business activity. The Bachelor of Arts major in economics grounds the student deeply in liberal arts education, offers opportunities for electives and, if desired, a minor. The degree is designed for individuals who seek to become professional economists or to pursue graduate or professional school. This major is frequently selected by those planning a degree in law or medicine.

Students expecting to study economics at the graduate level should consult with the economics faculty to develop necessary quantitative skills. A minor in mathematics or physics is highly recommended.

NO NEW INTAKES FOR ACADEMIC YEAR 2013/2014.

Total Credits: 124

Major Requirements

Major Core—12

- ECON 225 – Principles of Macroeconomics Credits: 3
- ECON 226 – Principles of Microeconomics Credits: 3
- ECON 334 – Intermediate Microeconomics Credits: 3
- ECON 335 – Intermediate Macroeconomics Credits: 3

Major Electives—18

Choose 6 courses from the following:

- ECON 320 – U.S. Economic History Credits: 3
- ECON 325 – Economic Thought Credits: 3
- ECON 328 – Money and Banking Credits: 3
- ECON 330 – Health Economics Credits: 3
- ECON 367 – Labor Economics and Relations Credits: 3
- ECON 415 – Introduction to Econometrics Credits: 3
- ECON 427 – Economic Development Credits: 3
- ECON 440 – Public Finance Credits: 3
- ECON 454 – International Economics Credits: 3

Note:

All economics majors must obtain a C (2.00) minimum grade in ECON 225 and ECON 226.

Cognate requirement—6–7

- MATH 191 – Calculus I Credits: 4
- OR
- MATH 182 – Calculus with Applications Credits: 3
- STAT 285 – Elementary Statistics Credits: 3

General Electives—23–29

Sufficient credits to complete the 124 credits required for graduation.

General Education—58–64

See BA/BS degree requirements and note the following **specific** requirements:

Religion

Two courses and

- RELT 100 – God and Human Life Credits: 3
- RELT 340 – Religion and Ethics in Modern Society Credits: 3
- OR
- RELT 390 – Christian Business Ethics Credits: 3

Mathematics

Students considering a graduate degree should substitute MATH 191 or MATH 182 for MATH 145.

Other Requirements

Transfer Work

The School of Business Administration does not accept 100–200 level courses (i.e. lower division) as transfer work to replace 300–400 level courses (i.e. upper division).

English Language Proficiency

The School of Business Administration does not permit undergraduate students to register for courses in the School of Business Administration unless they are at the Advanced Level in ELI.

Finance BBA

The finance major is designed to prepare students for careers in financial management. Through a carefully coordinated sequence of courses, the program covers many of the factors that influence financial decision making and provides specific tools for analyzing and interpreting financial data. Students will acquire skills that will help them launch a career in the areas of corporate finance, investments, banking, and financial planning.

Total Credits: 124

Business Core—39

- ACCT 121 – Fundamentals of Accounting Credits: 3
- ACCT 122 – Fundamentals of Accounting Credits: 3
- BSAD 341 – Business Law Credits: 3
- BSAD 355 – Management and Organization Credits: 3
- BSAD 365 – International Environment of Business Credits: 3
- BSAD 475 – Operations Management Credits: 3
- BSAD 494 – Business Strategy and Decisions Credits: 3
- ECON 225 – Principles of Macroeconomics Credits: 3
- ECON 226 – Principles of Microeconomics Credits: 3
- FNCE 317 – Business Finance Credits: 3
- INFS 120 – Foundations of Information Technology Credits: 3
- INFS 215 – Information Systems Theory and Application Credits: 3
- MKTG 310 – Principles of Marketing Credits: 3

Major Requirements

Major Core—9

- ACCT 321 – Intermediate Accounting Credits: 3
- FNCE 397 – Investments Credits: 3
- FNCE 410 – Intermediate Business Finance Credits: 3

Major Electives—18

Choose 6 courses from the following:

- ACCT 322 – Intermediate Accounting Credits: 3
- ECON 328 – Money and Banking Credits: 3
- ECON 330 – Health Economics Credits: 3
- ECON 415 – Introduction to Econometrics Credits: 3
- FNCE 330 – Financial Planning Credits: 3
- FNCE 394 – Futures and Options Markets Credits: 3
- FNCE 426 – International Finance Credits: 3
- FNCE 429 – Portfolio Theory Credits: 3
- FNCE 430 – Finance Economics Seminar Credits: 3
- BSAD 487 – Internship in _____ Credits: 3

Business Major Course/GPA Requirements

Students must complete the required and elective major courses (27 credits) with a minimum GPA of 2.33 (C+). The GPA is figured including all courses attempted—even those in which a D is received and which, therefore, do not apply towards the 27 credits of the major.

All finance majors must obtain a C (2.00) minimum grade in ACCT 121, ACCT 122, and FNCE 317.

Cognates—3

- STAT 285 – Elementary Statistics Credits: 3

General Electives—11

Sufficient credits to complete the 124 credits required for graduation.

General Education—44

See professional program requirements and note the following **specific** requirements:

Religion

- RELT 100 – God and Human Life Credits: 3
- RELT 340 – Religion and Ethics in Modern Society Credits: 3 OR RELT 390 – Christian Business Ethics Credits: 3
- and two courses

Mathematics

- MATH 166 – College Algebra for Business Credits: 3

Computer Literacy

Required as part of the Business Core.

Service

See BA/BS degree requirements.

Social Sciences

- PSYC 101 – Introduction to Psychology Credits: 3
- SOCI 119 – Principles of Sociology Credits: 3

Other Requirements

Transfer Work

The School of Business Administration does not accept 100–200 level courses (i.e. lower division) as transfer work to replace 300–400 level courses (i.e. upper division).

Residence Requirement

Students must complete in residence in the School of Business Administration at Andrews University a minimum of 50% (33 credits) of the course work for the BBA degree (66 credits=39 credits in the BBA core + 27 credits in BBA required/elective major courses).

English Language Proficiency

The School of Business Administration does not permit undergraduate students to register for courses in the School of Business Administration unless they are at the Advanced Level in ELI.

International Business BBA

This major enables students to acquire a knowledge base that develops their capacity to work for an organization that operates in a global setting.

Total Credits: 124

Business Core—39

- ACCT 121 – Fundamentals of Accounting Credits: 3

- ACCT 122 – Fundamentals of Accounting Credits: 3
- BSAD 341 – Business Law Credits: 3
- BSAD 355 – Management and Organization Credits: 3
- BSAD 365 – International Environment of Business Credits: 3
- BSAD 475 – Operations Management Credits: 3
- BSAD 494 – Business Strategy and Decisions Credits: 3
- ECON 225 – Principles of Macroeconomics Credits: 3
- ECON 226 – Principles of Microeconomics Credits: 3
- FNCE 317 – Business Finance Credits: 3
- INFS 120 – Foundations of Information Technology Credits: 3
- INFS 215 – Information Systems Theory and Application Credits: 3
- MKTG 310 – Principles of Marketing Credits: 3

Major Requirements

Major Core—15

- BSAD 450 – Multicultural Business Relations Credits: 3
- BSAD 467 – International Management Credits: 3
- ECON 454 – International Economics Credits: 3
- FNCE 426 – International Finance Credits: 3
- MKTG 465 – International Marketing Credits: 3

Major Electives—12

Students may select electives in one academic discipline that suits their special area of interest, or take any of the elective courses listed below to meet the degree requirements. Choose four courses from the following:

Economics Electives—0–12

- ECON 325 – Economic Thought Credits: 3
- ECON 328 – Money and Banking Credits: 3
- ECON 415 – Introduction to Econometrics Credits: 3
- ECON 427 – Economic Development Credits: 3

Finance Electives—0–12

- FNCE 397 – Investments Credits: 3
- FNCE 410 – Intermediate Business Finance Credits: 3
- FNCE 429 – Portfolio Theory Credits: 3
- ACCT 330 – Cost and Managerial Accounting Credits: 3

Management Electives—0–12

- BSAD 345 – Business and Society Credits: 3
- BSAD 384 – Human Resource Management Credits: 3
- BSAD 410 – Entrepreneurship Credits: 3
- BSAD 470 – Quality Management Credits: 3

Marketing Electives—0–12

- MKTG 320 – Consumer Behavior Credits: 3
- MKTG 368 – Advertising and Promotion Credits: 3
- MKTG 440 – Marketing Management Credits: 3
- MKTG 456 – Marketing Research Credits: 3

Internship (International Focus)—3

- BSAD 487 – Internship in _____ Credits: 3

Business Major Course/GPA Requirements

Students must complete the required and elective major courses (27 credits) with a minimum GPA of 2.33 (C+). The GPA is figured including all courses attempted—even those in which a D is received and which, therefore, do not apply towards the 27 credits of the major.

All International Business students must earn at least a “C” letter grade in the following courses: ACCT 121, ACCT 122, ECON 225, ECON 226, and FNCE 317.

Cognates—3

- STAT 285 – Elementary Statistics Credits: 3

General Electives—11

Sufficient credits to complete the 124 credits required for graduation.

General Education—44

See professional program requirements and note the following **specific** requirements:

Religion

- RELT 100 – God and Human Life Credits: 3
- RELT 340 – Religion and Ethics in Modern Society Credits: 3 **OR** RELT 390 – Christian Business Ethics Credits: 3
- and two courses

Mathematics

- MATH 166 – College Algebra for Business Credits: 3

Computer Literacy

Required as part of the Business Core.

Service

See BA/BS degree requirements.

Social Sciences

- PSYC 101 – Introduction to Psychology Credits: 3
- SOCI 119 – Principles of Sociology Credits: 3

Other Requirements

Transfer Work

The School of Business Administration does not accept 100–200 level courses (i.e. lower division) as transfer work to replace 300–400 level courses (i.e. upper division).

Residence Requirement

Students must complete in residence in the School of Business Administration at Andrews University a minimum of 50% (33 credits) of the course work for the BBA degree (66 credits=39 credits in the BBA core + 27 credits in BBA required/elective major courses).

English Language Proficiency

The School of Business Administration does not permit undergraduate students to register for courses in the School of Business Administration unless they are at the Advanced Level in ELI.

Undergraduate Minors

Accounting Minor

Total Credits: 21

Minor Core—12

- ACCT 121 – Fundamentals of Accounting Credits: 3
- ACCT 122 – Fundamentals of Accounting Credits: 3
- ACCT 321 – Intermediate Accounting Credits: 3
- ACCT 322 – Intermediate Accounting Credits: 3

Note(s):

A minimum of a “C” letter grade must be earned in ACCT 121, ACCT 122.

Minor Electives—9

Any three of the following:

- ACCT 330 – Cost and Managerial Accounting Credits: 3
- ACCT 365 – Individual Taxation Credits: 3
- ACCT 455 – Accounting for Not–for–Profit Organizations Credits: 3
- ACCT 456 – Advanced Accounting Credits: 3
- ACCT 465 – Auditing Credits: 3
- ACCT 467 – Corporate Taxation Credits: 3
- ACCT 476 – Accounting Information Systems Credits: 3

Economics Minor

Total Credits: 21

Minor Core—12

- ECON 225 – Principles of Macroeconomics Credits: 3
- ECON 226 – Principles of Microeconomics Credits: 3
- ECON 334 – Intermediate Microeconomics Credits: 3
- ECON 335 – Intermediate Macroeconomics Credits: 3

Note:

A minimum of a “C” letter grade must be earned in ECON 225, ECON 226.

Minor Electives—9

Courses at the 300 or 400 level chosen from ECON offerings

Finance Minor

Total Credits: 21

Minor Core—12

- ACCT 121 – Fundamentals of Accounting Credits: 3
- ACCT 122 – Fundamentals of Accounting Credits: 3
- FNCE 317 – Business Finance Credits: 3
- FNCE 397 – Investments Credits: 3

Note:

A minimum of a “C” letter grade must be earned in ACCT 121, ACCT 122, and FNCE 317.

Minor Electives—9

Choose three courses from the following:

- FNCE 330 – Financial Planning Credits: 3
- FNCE 394 – Futures and Options Markets Credits: 3
- FNCE 426 – International Finance Credits: 3
- FNCE 429 – Portfolio Theory Credits: 3
- ECON 328 – Money and Banking Credits: 3

Accounting

ACCT 121 – Fundamentals of Accounting

Credits: 3

Emphasis upon understanding the accounting cycle and the content and preparation of financial statements. **Grade Mode:** Normal (A–F,I,W) **Offering:** Fall, Spring **College Code:** SBA

ACCT 122 – Fundamentals of Accounting

Credits: 3

Studies fundamental concepts of cost and managerial accounting. A grade of C or higher is needed in ACCT 121 for admission to ACCT122. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ACCT 121 **Offering:** Fall, Spring **College Code:** SBA

ACCT 320 – Business Communication

Credits: 3

Designed for the accounting major, this course focuses on techniques of successful communication in the business world. The course introduces strategies for various business situations including memos, letters, meetings, presentations, reports, and electronic correspondence. The course also examines methods of organizing and presenting information and of developing a professional communication style.

Grade Mode: Normal (A–F,I,W) **Prerequisite(s):** COMM 104, ENGL 215. **Offering:** Spring **College Code:** SBA

ACCT 321 – Intermediate Accounting

Credits: 3

Accounting theory and problems in the classification of transactions, asset and liability valuation, income determination, and the presentation and interpretation of financial statements. Study of generally accepted accounting principles. Students may not enroll in ACCT 321 unless they have obtained a grade of C or higher in ACCT 121, ACCT 122. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ACCT 122, INFS 215. **Offering:** Fall **College Code:** SBA

ACCT 322 – Intermediate Accounting

Credits: 3

Accounting theory and problems in the classification of transactions, asset and liability valuation, income determination, and the presentation and interpretation of financial statements. Study of generally accepted accounting principles. Students may not enroll in ACCT 322 unless they have obtained a grade of C or higher in ACCT 121, ACCT 122, and ACCT 321. **Grade Mode:** Normal (A–F,I,W)

Prerequisite(s): ACCT 122, ACCT 321, INFS 215 **Offering:** Spring **College Code:** SBA

ACCT 330 – Cost and Managerial Accounting

Credits: 3

Study of cost determination, accumulation, and allocation procedures. Preparation and utilization of financial information for internal management purposes; emphasis on job order, process and standard costs systems cost–volume–profit relationship, relevant cost, budgeting, performance evaluation, and control. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ACCT 122. **Offering:** Spring **College Code:** SBA

ACCT 365 – Individual Taxation

Credits: 3

Study of federal income taxation of individuals, of business expenses, and of property transactions. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ACCT 121. **Offering:** Fall **College Code:** SBA

ACCT 455 – Accounting for Not–for–Profit Organizations

Credits: 3

The study of the fundamental accounting systems used by government, hospitals, colleges and universities, and other not–for–profit organizations. Topics include the budgeting process, and the analysis and interpretation of governmental and not–for–profit financial statements. **Grade Mode:** Normal (A–F,I,W)

Prerequisite(s): ACCT 322 **Offering:** Fall **College Code:** SBA

ACCT 456 – Advanced Accounting

Credits: 3

Study of accounting for business combinations and the preparation of consolidated financial statements; foreign currency financial statements; SEC reporting. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ACCT 322 **Offering:** Spring **College Code:** SBA

ACCT 465 – Auditing

Credits: 3

Internal and external auditing; current professional standards, ethics of the auditor with emphasis on internal control and evidence gathering. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ACCT 322 **Offering:** Fall **College Code:** SBA

ACCT 467 – Corporate Taxation

Credits: 3

Studies federal income taxation of corporations, partnerships, estates, and trusts. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ACCT 365. **Offering:** Spring **College Code:** SBA

ACCT 476 – Accounting Information Systems

Credits: 3

Planning and operation of electronic data–processing systems in accounting and the use of the information generated for financial reporting and control. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ACCT 122 and junior class standing. **Offering:** Spring **College Code:** SBA

ACCT 501 – Survey of Accounting

Credits: 2

Emphasis upon understanding the accounting cycle and the content and preparation of financial statements. A foundation course for the MBA and other graduate programs. Grade not included in the MBA GPA calculation. **Delivery:** Interactive online option available **Grade Mode:** Normal (A–F,I,W) **College Code:** SBA

ACCT 502 – Survey of Accounting II

Credits: 2

Studies fundamental concepts of cost and managerial accounting. A foundation course for the MBA and other graduate programs. Grade not included in the MBA GPA calculation. **Delivery:** Interactive online option available **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ACCT 121 or ACCT 501 **College Code:** SBA

ACCT 586 – Tax Research

Credits: 3

Study of the legislative, administrative, and judicial sources of tax law, as well as the resources and techniques used to find a competent and professional conclusion to a tax problem. Extensive research of tax issues and presentation of research is required. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ACCT 365

Recommended: ACCT 467 **Offering:** Fall **College Code:** SBA

ACCT 610 – Managerial Accounting

Credits: 3

The use of accounting data in decision making. Special attention is given to cost analysis and control, cost allocation, budgeting, and motivational aspects of accounting. Analysis of data from original records is studied. **Delivery:** Interactive online option available **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ACCT 122 or ACCT 502. **College Code:** SBA

ACCT 615 – Accounting Theory

Credits: 3

An examination of the standard–setting process and selected accounting research, and analysis of major problem areas of financial accounting. A research paper is required. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** Equivalent of 1 year of intermediate accounting. **Offering:** Spring **College Code:** SBA

ACCT 620 – Financial Statement Analysis

Credits: 3

This course develops the skills necessary to interpret and use financial statement information effectively to assess profitability and risk, and provides a framework for business analysis and valuation. Requirements include research and written analysis of financial statements, SEC filings, and other public disclosures. **Delivery:** Interactive online option available **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ACCT 121, ACCT 122 or ACCT 501, ACCT 502. **College Code:** SBA

ACCT 625 – Financial Analysis and Reporting

Credits: 3

Develops business leaders' financial–statement literacy. Topics include: understanding the nature of business transactions; identification of relevant economic events for reporting; determination of appropriate financial measures for those events; analysis of the effects of those events in organization's performance and financial condition. Not available for MBA program. **Grade Mode:** Normal (A–F,I,W) **College Code:** SBA

Economics

ECON 225 – Principles of Macroeconomics

Credits: 3

Analysis of national income and expenditures according to current theories. Inflation, economic growth, and unemployment are examined, as well as modern banking and the money supply. **Course Attribute:** Social Science course option in General Education requirements **Grade Mode:** Normal (A–F,I,W) **Offering:** Fall, Spring **College Code:** SBA

ECON 226 – Principles of Microeconomics

Credits: 3

Explores theories currently used to explain how people choose what to consume and produce. Analysis extended to well-defined groups such as business firms; also explores the phenomenon called “the market” with its prices and the way people react to them. Algebra used extensively. **Grade Mode:** Normal (A–F,I,W) **Offering:** Fall, Spring **College Code:** SBA

ECON 320 – U.S. Economic History

Credits: 3

A survey of the United States' growth and transformation into an industrialized nation. Economic analysis is used to explain the sources and consequences of U.S. economic change. Topics covered include the rise of the corporation, the emergence of a national market, financial development, slavery, government regulation, transportation, the Great Depression, and rapid post– World War II growth. **Grade Mode:** Normal (A–F,I,W) **Offering:** Spring, alternate years **College Code:** SBA

ECON 325 – Economic Thought

Credits: 3

The development of economic thinking from late medieval times to the present. Survey begins with the Mercantilists, extends through Adam Smith to 20th century thinkers such as Joan Robinson, Milton Friedman, and John M. Keynes. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ECON 225, ECON 226. **Offering:** Spring, alternate years **College Code:** SBA

ECON 328 – Money and Banking

Credits: 3

Commercial banking, the operation and controls of the Federal Reserve System, money and credit in circulation, and the effect of monetary policies. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ECON 225, ECON 226. **Offering:** Fall, alternate years **College Code:** SBA

ECON 330 – Health Economics

Credits: 3

An application of economic principles to the health–care industry. Demand for and supply of health–care services are analyzed to determine their effect on cost. Examines the impact of insurance, technology, and regulation on the industry. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ECON 226. **Offering:** Alternate Years **College Code:** SBA

ECON 334 – Intermediate Microeconomics

Credits: 3

Theoretical analysis of consumer behavior, individual prices, and the allocation of specific resources to particular uses in a market setting. The economic behavior of individuals and well-defined groups of people is examined, with an introduction to welfare economics. Students may not enroll in ECON334 unless they have obtained a grade of C or higher in ECON 226. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ECON 226, MATH 191 or MATH 182. **Offering:** Spring, odd years **College Code:** SBA

ECON 335 – Intermediate Macroeconomics

Credits: 3

Determinants of aggregate employment, income, consumption, investment, and the price level in contemporary models. Students may not enroll in ECON335 unless they have obtained a grade of C or higher in ECON 225. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ECON 225, ECON 226. **Offering:** Spring, even years **College Code:** SBA

ECON 367 – Labor Economics and Relations

Credits: 3

An analysis of the labor market focusing on labor demand, supply, wage differentials, human capital, discrimination, and unions. **Grade Mode:** Normal (A–F,I,W) **Offering:** Spring, alternate years **College Code:** SBA

ECON 415 – Introduction to Econometrics

Credits: 3

Topics include probability sampling, hypothesis testing, regression techniques, and problems of multicollinearity, heteroscedasticity, and auto–correlation. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** STAT 285 or STAT 340, MATH 191 or MATH 182. **Offering:** Fall, alternate years **College Code:** SBA

ECON 427 – Economic Development

Credits: 3

A study of the problem of poverty in the world and theories about the growth of developing countries. The effects of population growth, trade and aid, alternative strategies for expansion, and challenges facing these countries are evaluated. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ECON 225, ECON 226. **Offering:** Fall, alternate years **College Code:** SBA

ECON 440 – Public Finance

Credits: 3

The course integrates economic theory with applications in the field of public finance. Focuses on detailed microeconomic analysis of government functions, expenditures, and finance. Recent public finance issues are discussed. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ECON 225, ECON 334. **Offering:** Fall, alternate years **College Code:** SBA

ECON 454 – International Economics

Credits: 3

A description and theoretical analysis of international trade, balance–of–payments accounts, the mechanisms of international economic adjustment, the theory of comparative advantage, and economic integration. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ECON 225, ECON 226. **Offering:** Fall, alternate years **College Code:** SBA

ECON 505 – Survey of Macroeconomics

Credits: 2

Analysis of national income and expenditures according to current theories. Inflation, economic growth, and unemployment are examined, as well as modern banking with the money supply. A foundation course for the MBA and other graduate programs. Grade not included in the MBA GPA calculation. **Delivery:** Interactive online option available **Grade Mode:** Normal (A–F,I,W) **Offering:** Fall, Spring **College Code:** SBA

ECON 506 – Survey of Microeconomics

Credits: 2

Explores theories currently used to explain how people choose what to consume and produce. Analysis extended to well-defined groups such as business firms; also explores the phenomenon called “the market” with its prices and the way people react to them. Algebra used extensively. A foundation course for the MBA and other graduate programs. Grade not included in the MBA GPA calculation. **Delivery:** Interactive online option available **Grade Mode:** Normal (A–F,I,W) **Offering:** Fall, Spring **College Code:** SBA

ECON 525 – International Macroeconomics

Credits: 3

The study of global macroeconomic issues facing firms. Within the context of competing economic theories, the course considers domestic policies, international trade and payment issues, economic growth, international institutions and the spread of regional crises, and the impact of stabilization policies on firms. Development of a spreadsheet model of an economy is required. **Delivery:** Interactive online option available **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ECON 225 or ECON 505. **Offering:** Fall **College Code:** SBA

ECON 530 – Managerial Economics

Credits: 3

The use of economic theory and optimization techniques as tools of management decision making within a business firm are studied. Statistical analyses such as regression techniques will be utilized. While microeconomics serves as a foundation, emphasis on quantitative approaches also requires knowledge of basic calculus and statistics. **Delivery:** Interactive online option available **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ECON 226 or ECON 506, STAT 285 **Recommended:** Calculus **Offering:** Spring **College Code:** SBA

Finance

FNCE 206 – Personal Finance

Credits: 2–3

Designed to explore the management of personal finances and to help the student understand household budgeting, the use and cost of credit, life, property and umbrella insurance, individual taxation, housing, estate planning, savings and investing. This course emphasizes the principles of stewardship; the recognition that our financial assets are God–given to not only satisfy our needs and wants, but to also be a blessing to others. **Course Attribute:** Social Science course option in General Education requirements **Grade Mode:** Normal (A–F,I,W) **Offering:** Fall, Spring **College Code:** SBA

FNCE 317 – Business Finance

Credits: 3

A managerial approach to financial analysis, planning, and control. Management of working capital, long-term assets, and long-term financing. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ACCT 122, MATH 166 **Offering:** Fall, Spring **College Code:** SBA

FNCE 330 – Financial Planning

Credits: 3

An integrative approach to financial planning incorporating time value of money, financial statements, federal taxation, risk management and insurance concepts. Emphasis will be placed on developing a framework for formulating sound financial plans. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** FNCE 317. **Offering:** Spring, alternate years **College Code:** SBA

FNCE 394 – Futures and Options Markets

Credits: 3

The theory of futures pricing and options pricing, and the application of the theory to develop a framework for analyzing hedging and investment decisions using futures and options. Attention to practical considerations in the use of these investments. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** FNCE 317. **Offering:** Fall, alternate years **College Code:** SBA

FNCE 397 – Investments

Credits: 3

The techniques, vehicles, and strategies for implementing investment goals in light of risk–return tradeoffs. Key factors that determine the composition of the individual or institutional portfolios emphasized. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** FNCE 317. **Offering:** Spring **College Code:** SBA

FNCE 410 – Intermediate Business Finance

Credits: 3

A study of more advanced topics in corporate finance and an application of previously covered topics with the use of cases. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** FNCE 317. **Offering:** Spring **College Code:** SBA

FNCE 426 – International Finance

Credits: 3

The financial management of international enterprises. Short– and long–term capital sources and uses. Capital budgeting in changing foreign exchange conditions. Exchange exposure coverage, taxation impacts, and global–risk diversification. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** FNCE 317. **Offering:** Fall, alternate years **College Code:** SBA

FNCE 429 – Portfolio Theory

Credits: 3

Theories and techniques for management of portfolios; emphasis on the portfolio manager's role in diversification and meeting investors' goals, and a review of empirical literature. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** FNCE 317. **Offering:** Spring, alternate years **College Code:** SBA

FNCE 430 – Finance Economics Seminar

Credits: 3

A survey of contemporary issues in financial markets, with an emphasis on financial market innovations, financial system stability, and the role of government. The class is taught in a seminar setting and relies on extensive selected reading from current trade books and periodicals. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** FNCE 317, ECON 225, ECON 226. **Offering:** Alternate Years **College Code:** SBA

FNCE 500 – Survey of Business Finance

Credits: 2

A managerial approach to financial analysis, planning and control. Management of working capital, long-term assets, and long-term financing. A foundation course for the MBA and other graduate programs. Grade not included in the MBA GPA calculation. **Delivery:** Interactive online option available **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** ACCT 121, ACCT 122 or ACCT 501, ACCT 502, and MATH 166 **College Code:** SBA

FNCE 526 – International Financial Management

Credits: 3

The financial management of international enterprises and global portfolio analysis. Short– and long–term capital sources and uses. Capital budgeting in changing foreign exchange conditions. Exchange exposure coverage and taxation impacts. Research paper/presentation is required. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** FNCE 317 or FNCE 500. **Offering:** Summer **College Code:** SBA

FNCE 675 – Financial Management

Credits: 3

An advanced study of major topics in corporate financial management. These topics include valuation of financial assets, investment in long–term assets, capital structure, dividend policy, working capital management, and other specialized topics, such as risk management, and international finance. **Delivery:** Interactive online option available **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** FNCE 317 or FNCE 500. **Offering:** Summer **College Code:** SBA

FNCE 680 – Investment Management

Credits: 3

Study of security risk–and–return concepts, security analysis, and concepts of market efficiency. Emphasizes equity investments, bonds, options, future, and international securities. Case analyses are required. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** FNCE 317 or FNCE 500 **Offering:** Summer **College Code:** SBA

Management, Marketing & Information Systems

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Mission

The Department of Management, Marketing & Information Systems of the School of Business Administration prepares students for the challenge of working with people in for-profit and not-for-profit organizations, serving worldwide within the Seventh-day Adventist Church organization and in small business operations and large corporations.

Intellectual, spiritual, physical and social development, built on a solid foundation of ethics and cross-cultural understanding, is the goal of the educational endeavors of the department.

Bachelors

Information Systems BBA

Information Systems (IS) combine computer hardware, software and telecommunication networks with people who use them. It is the link between the technical specialist and specialists in the field where the technology is applied. Communication skills and a good understanding of management, organizational behavior and business practices are critical in designing and maintaining a successful information systems.

The Information Systems major is designed to produce graduates equipped with the ability to integrate information systems into the business environment, to explore methods of leveraging business functions through information systems, and to function in entry-level, information systems positions with a basis for continued career growth. The curriculum reflects input from both industry and universities and responds to industry requests for increased emphasis in technical orientation and improved skills for managers in strategic uses of information systems.

Total Credits: 124

Business Core—39

- ACCT 121 – Fundamentals of Accounting Credits: 3
- ACCT 122 – Fundamentals of Accounting Credits: 3
- BSAD 341 – Business Law Credits: 3
- BSAD 355 – Management and Organization Credits: 3
- BSAD 365 – International Environment of Business Credits: 3
- BSAD 475 – Operations Management Credits: 3
- BSAD 494 – Business Strategy and Decisions Credits: 3
- ECON 225 – Principles of Macroeconomics Credits: 3
- ECON 226 – Principles of Microeconomics Credits: 3
- FNCE 317 – Business Finance Credits: 3
- INFS 120 – Foundations of Information Technology Credits: 3
- INFS 215 – Information Systems Theory and Application Credits: 3
- MKTG 310 – Principles of Marketing Credits: 3

Major Requirements

Major Core—21

- INFS 226 – Information Technology Hardware and Software Credits: 3
- INFS 235 – Business Programming Credits: 3
- INFS 310 – Networks and Telecommunications Credits: 3
- INFS 318 – Business Systems Analysis and Design Credits: 3
- INFS 428 – Database Systems Design and Development Credits: 3
- INFS 436 – Web-Based Business Systems Credits: 3
- INFS 447 – Project Management Credits: 3

Major Electives—6

Choose two courses from the following:

- INFS 397 – Topics in _____ Credits: 1-3
- INFS 457 – Certification Support Credits: 3
- BSAD 487 – Internship in _____ Credits: 3

Business Major Course/GPA Requirements

Students must complete the required and elective major courses (27 credits) with a minimum GPA of 2.33 (C+). The GPA is figured including all courses attempted—even those in which a D is received and which, therefore, do not apply towards the 27 credits of the major.

All information systems majors must obtain a C minimum grade in ACCT 122.

Cognates—3

- STAT 285 – Elementary Statistics Credits: 3

General Electives—11

Sufficient credits to complete the 124 credits required for graduation.

General Education—44

See professional program requirements and note the following **specific** requirements:

Religion

- RELT 100 – God and Human Life Credits: 3
- RELT 340 – Religion and Ethics in Modern Society Credits: 3 **OR** RELT 390 – Christian Business Ethics Credits: 3
- and two courses

Mathematics

- MATH 166 – College Algebra for Business Credits: 3

Computer Literacy

Required as part of the Business Core.

Service

See BA/BS degree requirements.

Social Sciences

- PSYC 101 – Introduction to Psychology Credits: 3
- SOCI 119 – Principles of Sociology Credits: 3

Other Requirements

Transfer Work

The School of Business Administration does not accept 100–200 level courses (i.e. lower division) as transfer work to replace 300–400 level courses (i.e. upper division).

Residence Requirement

Students must complete in residence in the School of Business Administration at Andrews University a minimum of 50% (33 credits) of the course work for the BBA degree (66 credits=39 credits in the BBA core + 27 credits in BBA required/elective major courses).

English Language Proficiency

The School of Business Administration does not permit undergraduate students to register for courses in the School of Business Administration unless they are at the Advanced Level in ELI.

Management BBA

Management is a broad-based discipline. The faculty offers courses for students who desire either a specific business emphasis within management or a general business degree. Most management graduates enter into an internship or training program where they can integrate their general business skills with specific job responsibilities.

Since management is a broad field, variation is allowed in academic programs. Management majors are urged to focus their course work in an area of concentration. Also available is a double degree, BA/BBA: International Business and Language, which combines a BBA in Management with a BA in Language for International Trade.

Total Credits: 124

Business Core—39

- ACCT 121 – Fundamentals of Accounting Credits: 3
- ACCT 122 – Fundamentals of Accounting Credits: 3
- BSAD 341 – Business Law Credits: 3
- BSAD 355 – Management and Organization Credits: 3
- BSAD 365 – International Environment of Business Credits: 3
- BSAD 475 – Operations Management Credits: 3
- BSAD 494 – Business Strategy and Decisions Credits: 3
- ECON 225 – Principles of Macroeconomics Credits: 3
- ECON 226 – Principles of Microeconomics Credits: 3
- FNCE 317 – Business Finance Credits: 3
- INFS 120 – Foundations of Information Technology Credits: 3
- INFS 215 – Information Systems Theory and Application Credits: 3
- MKTG 310 – Principles of Marketing Credits: 3

Major Requirements

Major Core—18

- BSAD 345 – Business and Society Credits: 3
- BSAD 384 – Human Resource Management Credits: 3
- BSAD 410 – Entrepreneurship Credits: 3
- BSAD 436 – Motivation and Work Behavior Credits: 3
- BSAD 467 – International Management Credits: 3
- BSAD 470 – Quality Management Credits: 3

Major Electives—9

Group A electives—3–9

BSAD courses not previously applied

Group B electives—0–6

Electives may be selected from ACCT, ECON, FNCE, INFS or MKTG courses

Business Major Course/GPA Requirements

Students must complete the required and elective major courses (27 credits) with a minimum GPA of 2.33 (C+). The GPA is figured including all courses attempted—even those in which a D is received and which, therefore, do not apply towards the 27 credits of the major.

All management majors must obtain a C (2.00) minimum grade in ACCT 121, ACCT 122 and a C (2.00) minimum grade in BSAD 355.

Cognates—3

- STAT 285 – Elementary Statistics Credits: 3

General Electives—11

Sufficient credits to complete the 124 credits required for graduation.

General Education—44

See professional program requirements and note the following **specific** requirements:

Religion

- RELT 100 – God and Human Life Credits: 3
- RELT 340 – Religion and Ethics in Modern Society Credits: 3 **OR** RELT 390 – Christian Business Ethics Credits: 3
- and two courses

Mathematics

- MATH 166 – College Algebra for Business Credits: 3

Computer Literacy

Required as part of the Business Core.

Service

See BA/BS degree requirements.

Social Sciences

- PSYC 101 – Introduction to Psychology Credits: 3
- SOCI 119 – Principles of Sociology Credits: 3

Other Requirements

Transfer Work

The School of Business Administration does not accept 100–200 level courses (i.e. lower division) as transfer work to replace 300–400 level courses (i.e. upper division).

Residence Requirement

Students must complete in residence in the School of Business Administration at Andrews University a minimum of 50% (33 credits) of the course work for the BBA degree (66 credits=39 credits in the BBA core + 27 credits in BBA required/elective major courses).

English Language Proficiency

The School of Business Administration does not permit undergraduate students to register for courses in the School of Business Administration unless they are at the Advanced Level in ELI.

Marketing BBA

Organizations from every area of business are driven by marketing and its concepts. Marketing monitors and investigates the changing needs of businesses and non-profit organizations. Marketers then create a product/service designed to meet these needs including determining the price, distribution pattern and promotional plan. Marketing provides a well-rounded business education for those considering opening their own business or for careers in areas such as advertising and promotion, retail or marketing management, marketing research, sales, or international business. The marketing curriculum helps students attain general marketing skills as well as those needed for developing marketing strategies and policies.

Total Credits: 124

Business Core—39

- ACCT 121 – Fundamentals of Accounting Credits: 3
- ACCT 122 – Fundamentals of Accounting Credits: 3
- BSAD 341 – Business Law Credits: 3
- BSAD 355 – Management and Organization Credits: 3

- BSAD 365 – International Environment of Business Credits: 3
- BSAD 475 – Operations Management Credits: 3
- BSAD 494 – Business Strategy and Decisions Credits: 3
- ECON 225 – Principles of Macroeconomics Credits: 3
- ECON 226 – Principles of Microeconomics Credits: 3
- FNCE 317 – Business Finance Credits: 3
- INFS 120 – Foundations of Information Technology Credits: 3
- INFS 215 – Information Systems Theory and Application Credits: 3
- MKTG 310 – Principles of Marketing Credits: 3

Major Requirements

Major Core—12

- MKTG 320 – Consumer Behavior Credits: 3
- MKTG 368 – Advertising and Promotion Credits: 3
- MKTG 440 – Marketing Management Credits: 3
- MKTG 456 – Marketing Research Credits: 3

Major Electives—15

Group A electives—12

Choose four courses from the following:

- MKTG 375 – Direct Marketing Credits: 3
- MKTG 435 – Marketing Ethics and Contemporary Issues Credits: 3
- MKTG 444 – Not-for-Profit Marketing Credits: 3
- MKTG 450 – Retailing Credits: 3
- MKTG 465 – International Marketing Credits: 3
- BSAD 410 – Entrepreneurship Credits: 3
- BSAD 487 – Internship in _____ Credits: 3

Group B elective—3

One appropriate upper division elective approved by advisor.

Business Major Course/GPA Requirements

Students must complete the required and elective major courses (27 credits) with a minimum GPA of 2.33 (C+). The GPA is figured including all courses attempted—even those in which a D is received and which, therefore, do not apply towards the 27 credits of the major.

All marketing majors must obtain a C (2.00) minimum grade in ACCT 122 and MKTG 310.

Cognates—3

- STAT 285 – Elementary Statistics Credits: 3

General Electives—11

Sufficient credits to complete the 124 credits required for graduation.

General Education—44

See professional program requirements and note the following **specific** requirements:

Religion

- RELT 100 – God and Human Life Credits: 3
- RELT 340 – Religion and Ethics in Modern Society Credits: 3 **OR** RELT 390 – Christian Business Ethics Credits: 3
- and two courses

Mathematics

- MATH 166 – College Algebra for Business Credits: 3

Computer Literacy

Required as part of the Business Core.

Service

See BA/BS degree requirements.

Social Sciences

- PSYC 101 – Introduction to Psychology Credits: 3
- SOCI 119 – Principles of Sociology Credits: 3

Other Requirements

Transfer Work

The School of Business Administration does not accept 100–200 level courses (i.e. lower division) as transfer work to replace 300–400 level courses (i.e. upper division).

Residence Requirement

Students must complete in residence in the School of Business Administration at Andrews University a minimum of 50% (33 credits) of the course work for the BBA degree (66 credits=39 credits in the BBA core + 27 credits in BBA required/elective major courses).

English Language Proficiency

The School of Business Administration does not permit undergraduate students to register for courses in the School of Business Administration unless they are at the Advanced Level in ELI.

Undergraduate Minors

Information Systems Minor

Total Credits: 21

Minor Core—15

- INFS 215 – Information Systems Theory and Application Credits: 3
- INFS 226 – Information Technology Hardware and Software Credits: 3
- INFS 235 – Business Programming Credits: 3
- INFS 310 – Networks and Telecommunications Credits: 3
- INFS 318 – Business Systems Analysis and Design Credits: 3

Minor Electives—6

Choose two courses from the following:

- INFS 397 – Topics in _____ Credits: 1–3
- INFS 428 – Database Systems Design and Development Credits: 3
- INFS 457 – Certification Support Credits: 3

Management Minor

Total Credits: 21

Minor Core—15

- BSAD 345 – Business and Society Credits: 3
- BSAD 355 – Management and Organization Credits: 3
- BSAD 384 – Human Resource Management Credits: 3
- BSAD 410 – Entrepreneurship Credits: 3
- MKTG 310 – Principles of Marketing Credits: 3

Note:

A minimum of a “C” letter grade must be earned in BSAD 355.

Minor Electives—6

Choose two courses from any courses in the School of Business Administration.

Marketing Minor

Total Credits: 21

Minor Core—12

- MKTG 310 – Principles of Marketing Credits: 3
- MKTG 320 – Consumer Behavior Credits: 3
- MKTG 368 – Advertising and Promotion Credits: 3
- MKTG 440 – Marketing Management Credits: 3

Note:

A minimum of a “C” letter grade must be earned in MKTG 310.

Minor Electives—9

Choose three courses from the following:

- MKTG 375 – Direct Marketing Credits: 3
- MKTG 435 – Marketing Ethics and Contemporary Issues Credits: 3
- MKTG 444 – Not-for-Profit Marketing Credits: 3
- MKTG 450 – Retailing Credits: 3
- MKTG 456 – Marketing Research Credits: 3 (with statistics background)
- MKTG 465 – International Marketing Credits: 3
- BSAD 410 – Entrepreneurship Credits: 3

Business Administration

BSAD 104 – Introduction to Business

Credits: 2–3

Introduction to business subjects and business functions within an enterprise. Overview of topics includes basic principles and career opportunities within each field of business. Students will learn how to write a resume and compile a portfolio. Does not apply towards management major during junior and senior years. **Grade Mode:** Normal (A–F,I,W) **College Code:** SBA

BSAD 210 – Small Business Management

Credits: 3

A practical course on the principles and problems of organizing and operating a small business. Topics include a procedural system for establishing a new business, providing physical facilities, financing, organizing, and management of the small business. Does not apply towards a management major during junior and senior years. **Grade Mode:** Normal (A–F,I,W) **Offering:** Fall **College Code:** SBA

BSAD 297 – Special Topics in: _____

Credits: 1–3

Study of selected topics of current interest in the sub-discipline area noted and not ordinarily covered in-depth in other courses. **Grade Mode:** Normal (A–F,I,W)

Repeatable: Repeatable with different topics **Special Approval:** Instructor permission required. **College Code:** SBA

BSAD 341 – Business Law

Credits: 3

Introduction to general legal principles focusing on business organizations, property laws, employment regulation, agency laws, business torts and crimes, regulation of negotiable instruments and contracts, and the Uniform Commercial Code. **Grade Mode:** Normal (A–F,I,W) **College Code:** SBA

BSAD 345 – Business and Society

Credits: 3

A study of how business operates within the political, legal, and social environment, its relationship to government agencies and government controls, and how business relates its activities to various social problems. Ethical considerations of business decisions as related to this environment. **Grade Mode:** Normal (A–F,I,W) **Offering:** Fall **College Code:** SBA

SAD 355 – Management and Organization

Credits: 3

Introduces concepts of effective management in organizational settings. Primary emphases include the organizational processes necessary for organizational effectiveness (planning, organizing, leading, and controlling), the nature of individual and group behavior, and the role of management in facilitating a mutually satisfying fit between employee needs and organizational requirements.

Grade Mode: Normal (A–F,I,W) **College Code:** SBA

BSAD 365 – International Environment of Business

Credits: 3

A survey of the world environment in which international business is conducted, including both economic relations among nations and environmental factors that affect business operations within different nations. Topics include international trade and trade restrictions, the balance of payments, the international monetary systems, and the multinational corporation. **Grade Mode:** Normal (A–F,I,W)

College Code: SBA

BSAD 384 – Human Resource Management

Credits: 3

A survey of the objectives and issues associated with personnel management in organizations. Topics include studies in human resources planning and forecasting, job analysis and evaluation, personnel recruitment, selection and assessment, training and development, performance evaluation, compensation and benefits, grievance procedures and disciplinary actions. **Grade Mode:** Normal (A–F,I,W)

Prerequisite(s): BSAD 355. **Offering:** Spring **College Code:** SBA

BSAD 397 – Topics in _____

Credits: 1–3

Intensive study of selected topics of current interest in the sub-discipline area noted and not ordinarily covered in depth in other courses. **Grade Mode:** Normal (A–F,I,W) **Repeatable:** Repeatable with different topics **Special Approval:**

Instructor permission required. **College Code:** SBA

BSAD 410 – Entrepreneurship

Credits: 3

A systematic study of entrepreneurship, with an emphasis on contemporary trends. The creation, assessment, development, and operation of new and emerging ventures, including home-based businesses, franchises, and existing business purchases. Addresses entrepreneurial profiles and elements required to write a business plan. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** BSAD 355 and MKTG 310. **Offering:** Spring **College Code:** SBA

BSAD 436 – Motivation and Work Behavior

Credits: 3

Advanced topics dealing with individual and organizational factors affecting employee motivation, performance, and satisfaction. Areas may include the work climate, organizational attachment, job design, goal-setting, emotional intelligence, group dynamics, and reward systems. Cases and projects. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** BSAD 355. **Offering:** Spring **College Code:** SBA

BSAD 438 – Workshop

Credits: 0

Grade Mode: Normal (A–F,I,W) **Repeatable:** Repeatable **College Code:** SBA

BSAD 450 – Multicultural Business Relations

Credits: 3

A study of globalization and the increasing ethnic and cultural diversity in the workplace that requires managers to become more aware of and sensitive to the role of culture in business relations. Communication, negotiation, principles and practices of management in a cross-cultural context is the focus of study. **Grade Mode:** Normal (A–F,I,W) **Offering:** Fall, alternate years **College Code:** SBA

BSAD 467 – International Management

Credits: 3

Among the subjects considered are the decision process in making investments abroad, relationships with host governments, and organizational and operating problems of the multinational corporation including setting strategic goals, personnel management, planning, communication, and control. Assumes a background in management and in the international environment of business.

Grade Mode: Normal (A–F,I,W) **Prerequisite/Corequisite:** BSAD 355 **Offering:** Fall **College Code:** SBA

BSAD 470 – Quality Management

Credits: 3

Examines the history, theory and management of quality programs in business organizations. Topics include the quality management guiding principles of leadership commitment, customer focus, employee involvement, teamwork, continuous process improvement, and the systematic use of measurement data.

Grade Mode: Normal (A–F,I,W) **Prerequisite(s):** BSAD 355 **College Code:** SBA

BSAD 475 – Operations Management

Credits: 3

Analysis of problems and issues faced by production/operations managers in manufacturing and service industries. Concepts and techniques include operations scheduling, quality control, plant layout, facility location, line balancing, queues, production and inventory controls, forecasting and linear programming.

Grade Mode: Normal (A–F,I,W) **Prerequisite(s):** STAT 285. **College Code:** SBA

BSAD 487 – Internship in _____

Credits: 3

A program of business experience. Student must be a Junior and have at least a B–cumulative GPA. A total of 225 hours of work experience is required. Full arrangements for a structured program must be made in advance. **Grade Mode:** Satisfactory w/DG (S,U,I,W,DG) **Repeatable:** Repeatable with a different major, but no more than 3 credit hours per major **College Code:** SBA

BSAD 494 – Business Strategy and Decisions

Credits: 3

The goal of this interdisciplinary course is to enable students to develop and/or fine tune skills in the analysis of strategic and organizational problems and issues.

Grade Mode: Normal (A–F,I,W) **Prerequisite(s):** BSAD 355 previously completed. All other core BBA courses must be completed or concurrently enrolled. **College Code:** SBA

BSAD 497 – Advanced Topics in _____

Credits: 1–3

Topics of current interest in the sub–discipline area noted not ordinarily covered in depth in other courses. **Grade Mode:** Normal (A–F,I,W) **Repeatable:** Repeatable with different topics **Special Approval:** Instructor permission required. **College Code:** SBA

BSAD 498 – Independent Readings/Study in _____

Credits: 1–3

Directed study or readings under the guidance of the instructor. Oral and reading reports may be required. **Grade Mode:** Satisfactory w/DG (S,U,I,W,DG)

Prerequisite(s): Previous upper–division work in the discipline; minimum cumulative GPA of 2.75 and minimum GPA of 3.00 in business subjects **Repeatable:** Repeatable **Special Approval:** Dean permission required. **College Code:** SBA

BSAD 499 – Independent Research in _____

Credits: 1–3

Study under the supervision of the instructor. **Grade Mode:** Normal with DG (A–F,I,W,DG,DN) **Prerequisite(s):** Previous upper division work in the discipline; minimum cumulative GPA of 2.75 and a minimum GPA of 3.00 in business subjects.

Repeatable: Repeatable **Special Approval:** Dean permission required. **College Code:** SBA

BSAD 500 – Survey of Management

Credits: 2

Introduces concepts of effective management in organizational settings. Not available for MBA program. **Grade Mode:** Normal (A–F,I,W) **College Code:** SBA

BSAD 505 – Survey of Operations Management

Credits: 2

Quantitative and computer–based methods of planning and controlling operations in manufacturing and service organizations are explored. Topics covered include forecasting, production planning, quality, operations scheduling, layout, inventory control, queuing, decision theory, and linear programming. A foundation course for the MBA and other graduate programs. Grade not included in the MBA GPA calculation. **Delivery:** Interactive online option available **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** STAT 285 **College Code:** SBA

BSAD 506 – Survey of Business Law

Credits: 2

This course examines basic legal principles that govern business conduct. Topics include the legal environment, contracts, commercial transactions, business organizations, and major legal problems encountered by business managers. A foundation course for the MBA and other graduate programs. Grade not included in the MBA GPA calculation. **Grade Mode:** Normal (A–F,I,W) **College Code:** SBA

BSAD 515 – Organizational Behavior & Leadership

Credits: 3

Application of behavioral sciences to management. The examination of contemporary theories and principles of human behavior. Topics include perception, personality, attitudes, emotions, motivation, leadership, decision–making, communication, group processes, diversity, organizational change, self–awareness, and stress management. A research paper and case analyses are required. **Delivery:** Interactive online option available **Grade Mode:** Normal with DG (A–F,I,W,DG,DN) **Offering:** Fall **College Code:** SBA

BSAD 526 – Emergency Management

Credits: 3

Study of the ideas and concepts of emergency management. Expands basic principles covered in FEMA Independent Study (IS) modules, giving attention to leadership issues in managing change and making sound policy decisions and communicating during crisis incidents. Includes attention to specific hazards, laws, and standards of state government and federal requirements. Relationships between community preparedness and local emergency management programs will be emphasized. Emphasis will be given to the Integrated Command Systems (ICS) and Emergency Operations Center models of emergency management operations. Required course for Michigan PEM certification. Includes satisfactory completion of FEMA–provided modules in Professional Development Series. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** SOWK 401 or IS modules IS–100 and IS–244 **College Code:** SBA

BSAD 530 – Leadership & Management of Not–for–Profit Organizations

Credits: 3

Issues facing managers in third–sector organizations. Studies of the mission and objectives pursued, strategic leadership and board composition, organizational structure and operation, marketing and fund–raising, financial management, training and motivation of volunteers, assessment of stakeholder satisfaction and overall operating effectiveness. A major field project and a library research project are required. **Delivery:** Interactive online option available **Grade Mode:** Normal with DG (A–F,I,W,DG,DN) **Offering:** Spring **College Code:** SBA

BSAD 545 – International Business Management

Credits: 3

Understanding the global enterprise and how management concepts, principles, and practice transcend national boundaries. Focus on global strategies, the importance of cultural differences to organizational effectiveness, management of people in international organizations, personnel selection and repatriation, political risks, ethics and social responsibility. **Grade Mode:** Normal (A–F,I,W) **Offering:** Alternate years **College Code:** SBA

BSAD 556 – Topics in _____

Credits: 1–3

Topics of current interest in the business area not ordinarily covered in–depth in regular courses. **Grade Mode:** Normal (A–F,I,W) **Repeatable:** Repeatable up to 15 credits **College Code:** SBA

BSAD 560 – Intercultural Business Relations

Credits: 3

Study of the role of culture in business, aims to develop skills in cross–cultural communication and negotiations; and prepares the student for the increasing cultural diversity in the workplace. A research paper and a project are required. **Grade Mode:** Normal (A–F,I,W) **College Code:** SBA

BSAD 615 – Management of Quality

Credits: 3

Provides a strategic and structured approach to the design and development of quality programs in manufacturing and service organizations. Addresses the analytical and behavioral aspects of quality and its strategic importance to organizational success. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** BSAD 515 and STAT 285. **College Code:** SBA

BSAD 620 – Christian Ethics, Service & Society

Credits: 3

An exploration of the interrelationship among business, government and society. Stakeholder management, the analysis of the legal and regulatory environment, and the responsiveness of business in its service to society. A study of ethical problems encountered in business and the management of moral dilemmas.

Delivery: Interactive online option available **Grade Mode:** Normal (A–F,I,W)

Offering: Spring **College Code:** SBA

BSAD 648 – Workshop

Credits: 1–4

Grade Mode: Satisfactory w/DG (S,U,I,W,DG) **Repeatable:** Repeatable **College Code:** SBA

BSAD 650 – MBA Extension Program Continuation

Credits: 0

Grade Mode: Noncredit (NC,W) **Repeatable:** Repeatable **College Code:** SBA

BSAD 670 – Management of Human Resources

Credits: 3

Topics may include human resources planning, job analysis and design, recruitment, screening and selection, training and career development, performance evaluation, compensation and rewards, affirmative action, discipline, unions, grievances, and conflict resolution. Emphasis on cases, projects, and research. **Delivery:** Interactive online option available **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** BSAD 515 or permission of instructor. **College Code:** SBA

BSAD 689 – Strategic Management

Credits: 3

Requires that students integrate relevant knowledge gleaned from previous core business–course experiences. Extensive case work and library research are demanded. Students work with a real organization to develop a comprehensive strategic plan. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** Assumes that the student has completed all MBA core requirements or is currently enrolled in the remaining courses **Offering:** Summer **College Code:** SBA

BSAD 690 – Independent Readings

Credits: 1–3

Designed for the individual needs of a student. Oral/written reports may be required. **Grade Mode:** Satisfactory w/DG (S,U,I,W,DG) **Prerequisite(s):** Completion of 24 graduate business credits with a cumulative GPA of at least 3.25 **Repeatable:** Repeatable **Special Approval:** Dean permission required. **College Code:** SBA

BSAD 694 – Independent Research

Credits: 2–3

Designed to fit the individual needs of the student. **Grade Mode:** Normal with DG (A–F,I,W,DG,DN) **Prerequisite(s):** Completion of 24 graduate business credits with a cumulative GPA of at least 3.25 **Repeatable:** Repeatable **Special Approval:** Dean permission required. **College Code:** SBA

Information Systems

INFS 120 – Foundations of Information Technology

Credits: 3

Explores computing history, software, web technologies, basic network security, ethics, and future trends in information technology. Labs are modularly designed to meet specific academic program needs which include Windows, Mac OSX, presentations, word–processing, spreadsheets, databases, use of online resources and basic web development. Weekly: two 1–hour lectures & two 2–hour labs **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** Familiarity with word–processing and typing speed of at least 20 wpm **Recommended:** Recommended math placement exam score of M0 or better, or MATH 092 or higher **College Code:** SBA

INFS 215 – Information Systems Theory and Application

Credits: 3

Focuses on extending the students skills in applications and explores information systems theory. Applications focused on include advanced spreadsheet, PC database usage, and the development of interactive web pages. Students also gain an understanding of organizational systems, planning, the decision process, and decision support technologies. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** INFS 120. **Offering:** Fall, Spring **College Code:** SBA

INFS 226 – Information Technology Hardware and Software

Credits: 3

Provides the hardware/software technology background to enable systems development personnel to understand tradeoffs in computer architecture of effective use in a business environment. Single–user, central, and networked computing systems; single and multi–user operating systems are all examined. **Grade Mode:** Normal (A–F,I,W) **Offering:** Spring **College Code:** SBA

INFS 235 – Business Programming

Credits: 3

Explores programming, computer concepts and the design of business applications using both object–oriented and procedural methodologies. Covers the logical and physical structures of both programs and data. Emphasizes data and file processing. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** INFS 120. **Offering:** Spring **College Code:** SBA

INFS 310 – Networks and Telecommunications

Credits: 3

Covers data communications and networking, covering hardware and software. Emphasis upon the analysis and design of PC networking applications. Management of telecommunications networks, cost–benefit analysis, and evaluation of connectivity options are also covered. Students learn to evaluate, select, and implement different communication options within an organization. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** INFS 226. **Offering:** Fall **College Code:** SBA

INFS 318 – Business Systems Analysis and Design

Credits: 3

Provides an understanding of the system development, modification, decision process, and choices in business process development and reengineering methodology. Emphasizes integration with users and user systems. Encourages interpersonal skill development, operations and maintenance of the system, and covers quality and decision theory, information theory, and practice. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** INFS 215. **Offering:** Fall **College Code:** SBA

INFS 397 – Topics in _____

Credits: 1–3

Intensive study of selected topics of current interest in the sub–discipline area noted and not ordinarily covered in depth in other courses. **Grade Mode:** Normal (A–F,I,W) **Repeatable:** Repeatable with different topics **Special Approval:** Instructor permission required. **College Code:** SBA

INFS 428 – Database Systems Design and Development

Credits: 3

Covers information systems design, theory, and implementation within a database management system environment. Students demonstrate their mastery of the design process acquired in earlier courses by designing and constructing a physical system using database software to implement the logical design. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** INFS 235, INFS 318 or CPTR 460. **Offering:** Spring **College Code:** SBA

INFS 436 – Web–Based Business Systems

Credits: 3

Explores the technologies and strategies of current and emerging trends in e–business. Looks at electronic commerce system design and implementation, and the interaction between web pages and databases. Security and legal concerns are also addressed. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** INFS 310 **Prerequisite/Corequisite:** INFS 428 **Offering:** Fall **College Code:** SBA

INFS 447 – Project Management

Credits: 3

Covers the factors necessary for successful management of system development or enhancement projects. Both technical and behavioral aspects of project management are discussed. Focus is on management of development for enterprise–level systems. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** INFS 428. **Offering:** Fall **College Code:** SBA

INFS 457 – Certification Support

Credits: 3

Provides background and support necessary for students to pursue various software certification exams such as the MCSE series and the CNE exams. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** INFS 310. **Offering:** Spring **College Code:** SBA

INFS 497 – Advanced Topics in _____

Credits: 3

Topics of current interest in the sub–discipline area noted not ordinarily covered in depth in other courses. **Grade Mode:** Normal (A–F,I,W) **Repeatable:** Repeatable with different topics **Special Approval:** Instructor permission required. **College Code:** SBA

INFS 510 – Management Information Systems

Credits: 3

Covers current issues that effective managers must address as their organizations grow increasingly dependent on information technologies. Topics include hardware, software, telecommunications, networking and the management challenges involving these technologies. Extensive use of case studies. Word processing and spreadsheet skills are assumed. **Grade Mode:** Normal (A–F,I,W) **Repeatable:** Repeatable **College Code:** SBA

Marketing

MKTG 310 – Principles of Marketing

Credits: 3

A general survey of the major marketing methods, institutions, and practices examined from the viewpoint of their effects on exchange transactions linking producers with consumers. Assumes a working knowledge of micro–economics. **Grade Mode:** Normal (A–F,I,W) **Offering:** Fall, Spring **College Code:** SBA

MKTG 320 – Consumer Behavior

Credits: 3

An integration of the various disciplines in the behavioral sciences with marketing theory to understand, explain, and predict consumer decisions. Explores both the theoretical and practical implications of individual behavioral variables, group influences, and consumer decision processes. **Grade Mode:** Normal (A–F,I,W) **Prerequisite/Corequisite:** MKTG 310 **Offering:** Fall **College Code:** SBA

MKTG 368 – Advertising and Promotion

Credits: 3

Focuses on the role of promotion and communication in the marketing mix. Explores the nature and types of promotion, including advertising and point–of–purchase display, the steps in developing an advertising campaign, and measures of advertising effectiveness. Explores the management of the promotion and advertising functions in an organization. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** MKTG 310. **Offering:** Spring **College Code:** SBA

MKTG 375 – Direct Marketing

Credits: 3

Marketing goods and services directly to consumers, marketing through e–commerce, catalogs, direct–mail, telemarketing, kiosk shopping, TV and radio direct response, magazine and newspaper direct response. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** MKTG 310. **Offering:** Spring, alternate years **College Code:** SBA

MKTG 435 – Marketing Ethics and Contemporary Issues

Credits: 3

Emphasizes the ethical challenges that confront the decision maker and their impact on society at large as well as ethically–based contemporary issues. Marketing ethics topics include: survey of ethical decision–making theories, organizational processes, ethics research, and case histories. Contemporary issues are constantly updated. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** MKTG 310. **Offering:** Alternate Years **College Code:** SBA

MKTG 440 – Marketing Management

Credits: 3

An integrative capstone course for marketing majors. Emphasizes process by which marketing managers seek solutions to marketing problems and considers marketing opportunities. Field studies provide students with opportunities to apply knowledge gained in marketing course work to concrete situations. Assumes completion of majority of courses in marketing major. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** MKTG 310, MKTG 320, MKTG 368 and MKTG 456, or permission of instructor. **College Code:** SBA

MKTG 444 – Not–for–Profit Marketing

Credits: 3

Examines the meaning and role of marketing concepts and tools in nonprofit institutions such as hospitals, schools, public agencies, foundations, and churches. The role of activities such as marketing research, product development, pricing, advertising, publicity, personal selling, and marketing control are examined in the non–profit sector. **Course Attribute:** Service course **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** MKTG 310. **College Code:** SBA

MKTG 450 – Retailing

Credits: 3

Designed to help students increase awareness of the retailing process, understand the changes in customer needs, demographics, and shopping behaviors, assess the emerging technologies which have a dramatic effect on retail operations, and analyze the strategic long–term plans which retailers are using for creating advantages in this rapidly changing environment. **Grade Mode:** Normal (A–F,I,W) **Prerequisite/Corequisite:** MKTG 310 **Offering:** Alternate Years **College Code:** SBA

MKTG 456 – Marketing Research

Credits: 3

Focuses on the systematic collection of business and marketing–related data to provide information to decision makers. Emphasis on translating management problems into research questions, developing a research design to address these questions, and analyzing research results with recommendations to management. **Course Attribute:** Service course **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** STAT 285, MKTG 310. **Offering:** Fall **College Code:** SBA

MKTG 465 – International Marketing

Credits: 3

Marketing problems arising from various degrees of foreign involvement. Includes marketing research, project planning and development, pricing, promotion, distribution, and organization. Emphasis on management of these marketing functions in a multinational context where the parameters differ from those in domestic marketing. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** MKTG 310. **Offering:** Fall **College Code:** SBA

MKTG 500 – Survey of Marketing

Credits: 2

A general survey of the major marketing methods, institutions, and practices. Not available for the MBA program. **Grade Mode:** Normal (A–F,I,W) **College Code:** SBA

MKTG 540 – Marketing Management in Not–for–Profit Organizations

Credits: 3

Examines the meaning and role of marketing concepts and tools agencies, foundations, and churches. The role of activities such as marketing research, product development, pricing, advertising, publicity, personal selling, and marketing control are examined in the non–profit sector. **Grade Mode:** Normal (A–F,I,W) **Prerequisite(s):** MKTG 680 or permission of instructor **College Code:** SBA

MKTG 680 – Strategic Marketing Management

Credits: 3

Designed to help students think like a marketing strategist—to recognize marketing problems, analytically evaluate possible alternatives, and creatively institute strategic solutions. Analysis of contemporary marketing problems, currently corporate marketing strategies and case analysis are used to achieve course objectives. **Delivery:** Interactive online option available **Grade Mode:** Normal (A–F,I,W) **Offering:** Spring **College Code:** SBA