

BUSINESS

All online undergraduate business programs at Bethel help students develop a repertoire of knowledge, skills, and values that allow them to grow professionally. Students may choose focused professional development by enrolling in a certificate program. They will gain a broad introduction to a business career by adding a business management minor. They will gain more expansive preparation by enrolling in the B.S. in Business Management.

Foundational knowledge and skills are integrated into all programs: the [degree, minor, and certificates](#). [Areas of focus include artificial intelligence, biblical literacy, collaboration in a diverse environment, creativity, diversity, ethics, experiential learning, global awareness, leadership, organizing, planning, problem-solving, public speaking, teamwork, technology literacy, and writing.](#)

Students are expected to demonstrate character, ethics, and relational skills consistent with the role and responsibility of a business professional. They should support the learning of other students and demonstrate collaborative skills. Any student failing to meet these expectations may be asked to discuss other program options with the program director.

- A.S. in Business (<https://catalog.bethel.edu/adult-professional-studies/academic-programs-disciplines/associate-degrees/business-and-leadership-as-bula/>)
- B.S. in Business Management (<https://catalog.bethel.edu/adult-professional-studies/academic-programs-disciplines/business/business-management-bs/>)
- Minor in Business Management (<https://catalog.bethel.edu/adult-professional-studies/academic-programs-disciplines/business/business-management-minor/>)
- New Supervisor or Manager Certificate (<https://catalog.bethel.edu/adult-professional-studies/academic-programs-disciplines/business/new-supervisor-or-manager-certificate/>)
- Business Administration Certificate (<https://catalog.bethel.edu/adult-professional-studies/academic-programs-disciplines/business/business-administration-certificate/>)
- Data Analyst Certificate (<https://catalog.bethel.edu/adult-professional-studies/academic-programs-disciplines/business/data-analyst-certificate/>)

ACCT 200 • Financial Accounting 4 Credits

Explanation of accounting concepts used by sole proprietorships, partnerships and corporations. Preparation of financial statements. Calculation and interpretation of key financial ratios. Application of basic concepts of cost accounting. Discussion and evaluation of both biblical and ethical principles and their relationship to financial accounting and the profit goals of business.

BUSN 104 • Introduction to Business 4 Credits

Examination of business management and leadership styles applied to management and operations strategy. Analysis of how political, economic, social, technological and environmental factors impact functions of business in American and global contexts. Exploration of marketing, entrepreneurship, and small business ownership. Application of Christian and personal perspectives to ethical business dilemmas.

Fulfills: CAPS Goal Area 2.

BUSN 115 • Personal Financial Literacy 4 Credits

Exploration of personal financial literacy, ethical principles, and both short and long term goals. Understanding of financial budgets and their connection to decision making. Application of various money management concepts to make personal financial decisions in the areas of borrowing, saving, and investing.

Fulfills: CAPS Goal Area 4.

Business 2

BUSN 118 • Introduction to Business Programming 2 Credits

Exploration of the evolution and categories of programming languages. Application of testing and debugging techniques. Use of object-oriented programming and dynamic scripting languages. Connection of programming languages to the language of the Bible using a Christian or personal worldview.

Special Notes: Enrollment is open to students with sophomore class standing and above.

BUSN 200 • Business Problem Solving 2 Credits

Builds a foundation for understanding and solving business problems. Introduces business concepts and terminology, along with skills needed to solve common business problems. Emphasizes how to identify problems and the application of tools and techniques in solving these problems. Encourages the development of critical-thinking and decision-making skills needed for success in business.

Fulfills: CAPS Goal Area 2.

BUSN 220 • Management Information Systems 4 Credits

Study of management information systems and various enterprise information system types. Using word processing, presentation, spreadsheet, desktop publishing and database software. Explanation of security risks associated with information management systems. Application of Systems Development Lifecycle to real-world information management systems. Communication of business information through data and visualization. Examination of ethical issues in information management from a Christian or personal perspective.

BUSN 225H • Business Ethics 2 Credits

Application of business ethical theories to ethical dilemmas and responsible courses of action. Application of ethical decision-making to business. Examination of influences that ethics and faith have on personal and professional decisions. Improvement of skills in developing and supporting an ethical position through writing.

BUSN 294 • Topics in Business: 1-4 Credits

An in-depth study of a particular Business theme.

Special Notes: Topics courses should serve as elective courses.

BUSN 301 • Foundations of Business Management 4 Credits

Analysis of key managerial functions in a business environment. Identification of global, political, legal, sociocultural and demographic environments. Explanation of how mental, emotional, and spiritual characteristics result in purposeful management. Application of theories of organizational behavior to management and leadership in a business environment. Application of management decision-making models and managerial communication skills in a business environment. Explanation of concepts related to diversity, equity, and inclusion in business that promote a positive workplace culture.

Special Notes: Enrollment is open to sophomore class standing and above.

BUSN 302 • Human Resource Management 2 Credits

Exploration of the dynamic nature of human resource management from a Christian perspective. Application of talent acquisition and employee relation strategies. Analysis of strategies and responsibilities of human resource management and how organizations ensure compensation and benefits to produce results. Assessment of training and development practices. Identification of legal compliance and risk management. Preparation for the Associate Professional in Human Resources Certification exam.

BUSN 308 • Strategic Management and Planning 4 Credits

Application of strategic management and planning to business organizations. Evaluation of the internal and external forces that affect the planning, management, implementation and execution of business strategy. Application of key principles of strategic planning, management, implementation and execution to historical and current business problems. Analysis of how the functional areas (e.g. marketing, human resources, production, finance, and accounting) of business use effective strategic planning to solve problems.

BUSN 310 • Global Management and Leadership 2 Credits

Equip managers with a framework for understanding social, cultural, political, legal, and economic factors that impact the global business environment. Analyzation of macroeconomic factors influencing global trade and economy policy and marketing issues such as selection of foreign markets, characteristics of emerging markets, and export pricing strategies. Understanding of the role of political risk, international law, and forms of business ownership. Identification of multicultural communication issues and ways to communicate effectively with global business colleagues.

Fulfills: CAPS Goal Area 5. Special Notes: Prior completion of BUSN 323 recommended.

BUSN 315 • Business Analytics 4 Credits

Execution of the business analytics process. Measuring of uncertainty using statistical analysis tools. Summarizing of data using methods of descriptive statistics. Application of predictive analytics tools. Development of competency in software used in the field of business analytics. Articulation of ethical issues in business analytics from a Christian or personal perspective.

Prerequisites: MATH 201. Special Notes: Enrollment is open to sophomore class standing and above.

BUSN 320 • Professional Project Management 4 Credits

Exploration of traditional plan-based and agile frameworks and methodologies used for project management. Use of business analysis frameworks to determine and effectively communicate stakeholder requirements. Preparation for the PMI Project Management Ready certification. Exploration of project management ethics and professional conduct. Creation of project plans aligning customer requirements to project scope, schedule, and resources.

BUSN 323 • Marketing Fundamentals 4 Credits

Identification of the key elements of marketing including social media tools that influence marketing strategy. Application of the processes for analyzing, segmenting, pricing, branding and targeting customers in both consumer and business markets. Explanation of product development, the product life cycle, new products and line extensions. Description of promotional tactics and their influences on the marketing mix. Discussion of ethics and social responsibility in marketing from a Christian or personal perspective.

BUSN 332 • Business Analysis and Database Management 4 Credits

Identification of business analysis roles, responsibilities, and competencies. Application of business analysis elicitation activities, techniques, and lifecycle management. Application of business analysis techniques to a problem. Utilization of database techniques, including SQL, and appropriate business analysis tools. Exploration of impacts of data mining, data warehousing, and big data on business processes. Integration of ethical principles in business analysis and database management with a Christian or personal worldview.

Prerequisites: BUSN 315, MATH 201.

BUSN 335 • Business Law 4 Credits

Explanation of legal rules applying to personal, real, and intellectual property. Analysis of the relationships between contract law, law of sales, and consumer law. Exploration of sole proprietorships, partnerships, corporations, and limited liability companies operating within the socio-economic arena of the marketplace. Evaluation of ethical problems in the legal and regulatory environment using a Christian or personal worldview. Evaluation of how advances in technology impact intellectual property, contract law, criminal law, and tort law.

Fulfills: CAPS Goal Area 5.

BUSN 340 • Operations and Supply Chain Management 2 Credits

Explanation of major components of supply chains and their impact on competitiveness. Evaluation of supply chain performance to make recommendations for increasing effectiveness and efficiency. Identification of improvements using quality concepts. Recognition of risks and development of mitigations in supply chain operations. Emphasis on the importance of building relationships with customers and suppliers. Application of Christian or personal perspectives to operations and supply chain management.

Business 4

BUSN 379PT • Portfolio in Business 0.5-6 Credits

Portfolio course of preselected topics within an existing course in the field of Business.

Special Notes: Portfolio courses are created upon request with permission by an overseeing Program Director.

BUSN 380 • Strategic Management in Healthcare 4 Credits

This course builds foundational understanding of the use of management systems in healthcare deliveries. Students will determine what management systems best align with an organization's mission. Application studies on both Lean and TQM management styles will be completed. This course also requires students to explore how managers build teams in highly regulated environments and ensure the processes for completing work are practical, compliant, and efficient.

Special Notes: Course is restricted to Business Management students only.

BUSN 385 • Healthcare Leadership 4 Credits

Students will learn strategies for building high-quality, high context teams centered on quality healthcare delivery. An assessment of how existing organizations integrate vision and values in to their care menu and delivery modalities will be required. This course is designed to help students formulate and articulate their own healthcare leadership principles, in both the stewardship of resources and the management of staff. Information interviews will create a platform for experiential and market-place relevant learning in this course.

Special Notes: Course is restricted to Business Management students only.

BUSN 387 • Healthcare Law and Ethics 2 Credits

This course is designed to give students an understanding of the common legal and ethical issues in healthcare delivery. Students will evaluate cases to better their understanding of informed consent, as it relates to existing conditions, risks, and cost. Students will learn and assess various risk mitigation techniques for human resource, technology, and malpractice liabilities. The positive and negative aspects of corporate governance, community, state, and federal accountability systems in healthcare will be explored.

Special Notes: Course is restricted to Business Management students only.

BUSN 389 • Finance Systems in Healthcare 4 Credits

This course will explore the unique and complex systems of healthcare reimbursement. Students will gain an understanding of how insurance reimbursement systems intersect with delivery and how providers use analytics to determine cost, cost sharing, and pricing. Students will also learn how hospital systems operate financially and how those systems comply with corporate governance and operational requirements. Students will use information interviews to build context for class content.

Special Notes: Course is restricted to Business Management students only.

BUSN 426 • Predictive Data Analytics 4 Credits

Application of predictive analytics to business applications that can guide strategic decisions. Preparation for the Microsoft Office Specialist Expert certification and the Tableau Desktop certification. Use of GenAI and other AI-based digital tools for business decision making. Development of proficiency in predictive analytics including data visualization and dashboarding, prediction, classification and data mining methods of clustering. Articulation of ethical issues in predictive analytics from a Christian faith perspective.

Prerequisites: BUSN 315, MATH 201.

BUSN 481 • Academic Internship in Business Management 2-4 Credits

A learning/practicing experience in a government, social organization or agency, church, or business environment where the student applies a body of knowledge and skills in a structured, non-classroom setting. See Individualized Study for policy.

Prerequisites: BUSN 301.

BUSN 491 • Business Capstone 4 Credits

Solving a business problem for an organization that is based on the functional areas of business. Demonstration of effective business communication skills. Exploration of career options using a variety of career exploration tools. Demonstration of knowledge of the functional areas of business by taking a summative exam. Completion of industry-recognized business certifications that show mastery of skills and knowledge in a specialized area.

Prerequisites: 10 courses from ACCT200-489, BUSN200-489, FINA200-489. *Special Notes:* Prior completion of BUSN 320 recommended.

FINA 200 • Financial Management 4 Credits

Usage of financial statements to identify information provided to managers and investors. Application of the time value of money and its impacts on the valuation of expected cash flows in making managerial finance decisions. Explanation of sources of financing, including costs and impacts on financial decisions. Measurement of financial risk and rates of return in managerial finance. Utilization of capital budgeting techniques including payback, discounted payback, net present value, and internal rates of return to make investment decisions. Integration of a Christian or personal worldview into financial management.

MATH 090 • Foundations of Mathematics 0 Credit**MATH 180 • Mathematics in Real Life** 4 Credits

Intermediate-level study of college liberal arts mathematics: financial mathematics, mathematical models of growth, statistics and probabilities. Emphasis on application of quantitative reasoning, analytical thinking, and problem-solving methods to real-life problems.

Fulfills: CAPS Goal Area 4.

MATH 201 • Business Mathematics and Statistics 4 Credits

Study of core statistical concepts and skills using practical business exercises, examples, and cases. Practice data acquisition, data visualization, and data analysis using Excel statistical tools. Application of quantitative reasoning, analytical thinking, and problem-solving methods to real-world business problems.

Fulfills: CAPS Goal Area 4. *Special Notes:* Completion of a 100 or 200-level statistics course is recommended, but not required.

MATH 294 • Topics in Math 1-4 Credits

An in-depth study of a particular Math theme.

Special Notes: Topics courses should serve as elective courses.

MATH 379PT • Portfolio in Math 0.5-6 Credits

Portfolio course of preselected topics within an existing course in the field of Math.

Special Notes: Portfolio courses are created upon request with permission by an overseeing Program Director.