

BUSINESS

The purpose of the Department of Business (<https://www.bethel.edu/undergrad/academics/business/>) is to engage students, staff, and faculty in the learning, teaching, and application of business knowledge to increase the well-being of humankind. This goal is achieved by serving, being creatively involved with God and His creation, and pursuing the principles of love and justice in a diverse and complex world. As such, the department offers three majors:

1. Business, which builds on a core of courses and is completed with emphases in *Accounting, Analytics and Artificial Intelligence for Business, Finance, Innovation and Entrepreneurship, Managing Organizations and Human Resources, and Marketing*
2. Accounting and Finance
3. Actuarial Science and Finance

In addition to the prescribed coursework, students are required to complete an internship in their area of interest. The minors in Business and Social Media also complement majors chosen from other departments.

Studies prepare students for careers in business, government, and the not-for-profit sectors of the economy, as well as for graduate work in business, economics, public policy, and law.

Technology Requirement for Business Students

Business students are required to demonstrate competency in foundational technical skills they will need to be successful in future business classes and in the business world. These skills include MS Word, MS PowerPoint, and MS Excel. There are three options for students to demonstrate their skill level. Two options include passing assessments that earn Microsoft Office Specialist (MOS) certifications. The MOS certification provides a professional credential recognized around the world and demonstrates computing proficiency essential in the workplace.

Option 1: Bethel Credits: Successfully complete BUS 106 Introduction to Business Applications - 1 credit

A basic understanding of business applications software. Students gain a working knowledge of word processing, presentation software, spreadsheets, desktop publishing, and Internet Research. BUS 106 embeds assessments demonstrating competency in MS Word, MS PowerPoint, and MS Excel. Students who successfully complete this course will have passed a MOS certification which can be added to a student's resume. Codes to access these three MOS exams are purchased through the Campus bookstore.

Option 2: Non-Bethel Credits

Transfer credits from another university may apply toward meeting the requirement. Students who pursue this option are encouraged to petition the course through the Registrar's office (<https://www.bethel.edu/registrar/>) in advance of taking the class to ensure it will fulfill this requirement. For further questions on what will transfer for the technology requirements, students must contact the Transfer Specialist in the Registrar's office.

Option 3: Test-out through successfully passing the following MOS exams - Zero Credit

Some students may already possess strong skills in MS Word, MS PowerPoint, and MS Excel. If that is the case, they must take the following three 50-minute assessments to demonstrate their skills:

Business 2

- MOS: Microsoft Office Word 365 Apps - Exam MO-110
- MOS: Microsoft Office Excel 365 Apps - Exam MO-210
- MOS: Microsoft Office PowerPoint 365 Apps - Exam MO-310

Note: Successful completion of the testing option requires 1) completing all 3 exams 2) passing the MS Excel exam and 3) passing either the MS Word OR the MS PowerPoint exam. If students don't have an expert understanding of these applications it is unlikely that they will be able to pass the exams. Even with an expert understanding it is advised students complete study resources provided by the Business Department (<https://www.bethel.edu/undergrad/academics/business/>). These exams may be taken through an external authorized Certiport testing location, or may be taken at Bethel. If exams are not taken at Bethel, students should email the testing coordinator at bus-econ@bethel.edu for information, including testing fees. **No credits are given for passing the exams.*

Majors in Business

- B.A. in Business (<https://catalog.bethel.edu/arts-sciences/academic-programs-departments/business-economics/business-ba/>)
- B.S. in Accounting and Finance (<https://catalog.bethel.edu/arts-sciences/academic-programs-departments/business-economics/accounting-finance-bs/>)
- B.S. in Actuarial Science and Finance (<https://catalog.bethel.edu/arts-sciences/academic-programs-departments/actuarial-science-and-finance/>)

Minors in Business

- Business (<https://catalog.bethel.edu/arts-sciences/academic-programs-departments/business-economics/business-minor/>)
- Social Media (<https://catalog.bethel.edu/arts-sciences/academic-programs-departments/communication-studies/social-media-minor/>)

BUS 100 • Business Calculus 2 Credits

A non-trigonometric-based introduction to the concepts of the derivative and integral with a focus on application in business and economics.

Prerequisites: At least two years of high school algebra. Offered: Spring.

BUS 101 • Introduction to Business 4 Credits

Introduction to business and business strategy within the global economic environment. Identification of business structures, market strategies, and the concepts of leadership and management.

Exploration of key business functions, typical roles, entry points, and career paths. Application of business evaluation and problem-solving within a Christian worldview.

Offered: Fall, Spring.

BUS 102 • Foundations for Careers in Business 1 Credit

Explores the field of business through a career lens. Develops practical professional skills such as self-awareness, goal identification, teamwork, presenting, listening, and time management. Equips students with personal agency for their future success.

Offered: Fall, Occasionally January, Spring.

BUS 106 • Introduction to Business Applications 1 Credit

A basic understanding of business applications software. Students gain a working knowledge of word processing, presentation software, spreadsheets, desktop publishing, and Internet research.

Offered: Fall, Occasionally January, Spring.

BUS 130 • 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 then apply tools and techniques to solve them. Encourages the development of critical-thinking and decision-making skills needed for success in business.

Offered: Spring.

BUS 201M • Business Math & Statistics 4 Credits

Fundamental mathematical and statistical concepts and skills. Mathematical topics include algebra, percentages, ratios, markup/markdown, and interest. Statistical topics include descriptive statistics, probability distributions, hypothesis testing, correlation, regression analysis, and basic inferential statistics. Emphasizes real-world scenarios and practical problem-solving skills, analysis and interpretation of data, and the use of relevant software.

Offered: Fall, Occasionally January, Spring. Special Notes: Students may not receive credit for both BUS 201M and PSY 230M, MAT 207M or AHS 250M.

BUS 202Z • Introduction to International Business 4 Credits

An introduction to international business involving off-campus study exposing students to critical concepts and the day-to-day practice of global business. Students interact with a culture through a series of activities. The countries under study vary from year to year.

Prerequisites: GES 104. Offered: January

BUS 210 • Financial Accounting 4 Credits

Basic financial accounting concepts and their application to the recording and reporting of business events.

Prerequisites: BUS 106. Offered: Fall, Spring.

BUS 211 • Managerial Accounting 2 Credits

An introduction to managerial accounting concepts, product/service costing, profitability analysis, budgeting, and performance evaluation. Focus on using financial information for decision-making.

Prerequisites: BUS 210. Offered: Fall, Spring.

BUS 212 • Personal Finance 2 Credits

Management and planning of personal and family finances. Emphasizes budgeting, investments, individual income tax, and insurance.

Offered: January.

BUS 213 • Personal Financial Literacy 4 Credits

Explores fundamental personal financial management topics. Enables learners to make values-based financial decisions. Uses a variety of tools to evaluate risk and make choices regarding debt management, savings, budgeting, investing, and long-range personal financial planning.

Offered: Fall, Spring.

BUS 220 • Principles of Marketing 4 Credits

Role of marketing in society and the economy. The business firm as a marketing system. Management of the firm's marketing effort.

Prerequisites: Sophomore standing or Consent of instructor. Offered: Fall, Spring.

BUS 230 • Managing Organizations and People 4 Credits

Fundamentals of managerial activities: planning, organizing, leading, and controlling organizations. Overview of human resource management and how employment laws impact the workplace.

Offered: Fall, Spring.

BUS 232 • Innovation and Entrepreneurship 4 Credits

Practical problems associated with starting and operating a small business, including feasibility analysis, innovation, entrepreneurship, legal and financial aspects, accounting, marketing, and personnel management.

Prerequisites: BUS 220 and BUS 230. Offered: Spring.

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BUS 306 • Public Administration 2 Credits

How public policy is put into effect through governmental administrative agencies, the management problems of such agencies, and their relations with the public.

Prerequisites: Sophomore standing. Offered: Spring. Special Notes: Carries cross-credit in political science. POS 100 is a recommended prerequisite.

BUS 309 • Brand Management 2 Credits

Theoretical and practical knowledge necessary for successful management of brands and the creation of strategies that build and preserve brand equity. Introduces qualitative and quantitative methods of evaluating brand equity, brand strategy at different stages of the product life cycle, developing brand positioning, managing total brand experience and brand relevance.

Prerequisites: BUS 220. Offered: Fall.

BUS 310 • Intermediate Accounting I 4 Credits

Theories of accounting, accounting practice related to current asset measurement, and reporting.

Analysis and evaluation of the measurement and reporting on noncurrent assets and current liabilities.

Prerequisites: BUS 210. Offered: Fall.

BUS 311 • Intermediate Accounting II 4 Credits

Current and alternative accounting theories relating to long-term liabilities, stockholders' equity, special income determination problems, and other accounting topics of current interest.

Prerequisites: BUS 310. Offered: Spring.

BUS 314 • Taxation of Individuals 2 Credits

Current tax law as it pertains to individuals. Includes an overview of taxation and tax planning.

Prerequisites: BUS 210. Offered: Fall.

BUS 315 • Sales and Sales Management 2 Credits

The concepts and practices of selling and sales management. Provides a guide for preparing sales presentations, one-on-one selling techniques, persuasive communication, oral and verbal presentation skills useful for one-to-one presentations, and the unique concepts of managing a sales team.

Prerequisites: BUS 220. Offered: Fall.

BUS 317 • Business Analytics 4 Credits

Descriptive and predictive analytics of data and facts to decision-making in business. Techniques of advanced data visualization, use of Excel in analytics, hypothesis testing, and machine learning methods like multiple regression analysis, classification methods and cluster analysis. Uses a variety of business analytics software.

Prerequisites: Junior standing; BUS 201M or MAT 330. Offered: Fall, Spring.

BUS 318G • Global Marketing 4 Credits

Study of marketing concepts and decision-making processes relative to individuals and firms engaged in the global marketplace. An examination of key strategies of global marketing and mission-critical variables including cultural distinctives, role of language and values, politics and laws, pricing norms, product values, and promotional environment.

Prerequisites: [GES 130; GES 160 or GES 149]; Contemporary Western Life and Thought (L) course or World Cultures (U) course and BUS 220. Offered: Fall, Spring.

BUS 319 • Advertising and Promotion 2 Credits

Principles and techniques of advertising, sales promotion, and public relations. Consideration of customer motivation, ad copy, physical layout of ads and promotional pieces, media selection, advertising budgets, and coordination of advertising and sales promotion campaigns.

Prerequisites: BUS 220. Offered: Spring.

BUS 321 • Marketing Research 4 Credits

Marketing research methods, including design, sampling, data collection, and report writing. A research design project is an integral part of the course.

Prerequisites: BUS 201M and BUS 220. Offered: Fall, Spring.

BUS 324 • Consumer Behavior 4 Credits

A systematic examination of the behavioral, economic, cultural, and systemic factors that influence the behavior of the consumer. Students read relevant research in consumer behavior and design and complete a series of projects exploring major course topics.

Prerequisites: BUS 220. Offered: Fall, Spring.

BUS 325 • Business Analysis and Database Management 4 Credits

An understanding of business analysis principles, practices, tools, and techniques. Real-world applications involving the use of Enterprise Business Applications and an Agile project management approach.

Prerequisites: BUS 106 and BUS 230. Offered: Fall.

BUS 326 • Business Information Systems 3 Credits

Business information systems and their role in today's organizations. Explores computing hardware, security, networking, databases, enterprise application software, business analysis, project management, and other technology necessary for effective organizations. Strengthens proficiency in business applications.

Prerequisites: BUS 106. Offered: Fall, Spring.

BUS 327 • Marketing and Management in Spain 4 Credits

Theoretical and practical concepts of marketing and management in the semi-globalized world. The significant challenges globalization presents to management and marketing, specifically in the context of Spain. Business terminology and reality in a Spanish business environment.

Prerequisites: SPA 202UZ or SPA 261S. Offered: Spring. Special Notes: This course is only offered as part of the Semester in Segovia program. This course carries cross listing in languages and cultures. This class is taught and assignments are completed in Spanish.

BUS 329 • Student Managed Investment Fund 1 Credit

Students develop investment-related skills, including but not limited to wealth management, relationship management, marketing, operations, performance reporting, quantitative analysis, and economic analysis. These skills are applied as part of the student-managed investment fund and the Royals Investment Fund, LLC (the Fund).

Prerequisites: BUS 210; BUS 344 (may be taken concurrently) and selection by the faculty advisor through an application and interview process; Additional prerequisite for Chief Investment Officer and Fund Managers: BUS 390. Offered: Fall, Spring. Special Notes: This course is graded on an S/U basis.

BUS 330 • Compensation and Benefits 4 Credits

Compensation and reward practices in organizations' wage and salary administration. Theories of design and implementation of pay programs using job evaluation, salary surveys, job and skill-based pay, incentive pay, benefits and other reward systems.

Prerequisites: BUS 201M (may be taken concurrently); BUS 230; BUS 344 (may be taken concurrently). Offered: Fall.

BUS 331 • Staffing, Onboarding, and Training 4 Credits

Explore methods for recruiting and selecting employees, orienting them to an organization, using training to properly equip them for their positions, and facilitating career development. Hands-on approach to designing and conducting interviews and training. Design a portfolio with staffing, training, and onboarding outcomes.

Prerequisites: BUS 230. Offered: Fall.

BUS 333 • Entrepreneurship Strategies and Tools 4 Credits

Strategic and tactical tools associated with starting and operating a small or entrepreneurial business. Students develop an understanding of how to move from the development of a business plan to actually financing and running a small business.

Prerequisites: BUS 210; BUS 232; ECO 202; ECO 203. Offered: Fall.

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BUS 334 • Principles of Project Management 2 Credits

Theory and practice of effective project management, including project planning, risk analysis, execution/implementation, and control. Explores project management styles, critical success factors, organizational support systems, project authority and politics, and ethics in project execution. Project management software to develop and track project plans for case studies and project simulations utilized.

Prerequisites: BUS 230, COM 248, or COS 277. Offered: Spring.

BUS 335 • Employee and Organization Development 4 Credits

Factors that influence the effectiveness of organizations. Explores methods for diagnosing organizational health and designing interventions for the individual (employee relations; motivation; diversity, equity and inclusion; work-related attitudes), group (teamwork, conflict, cooperation, collaboration), and organizational (culture, change, leadership) levels in order to implement planned organizational change.

Prerequisites: BUS 230. Offered: Spring.

BUS 336 • Agile Project Management 2 Credits

Fundamentals of agile project management principles and best practices. Students will be exposed to the Agile Manifesto, core principles, the mindset required, and the tools needed to successfully implement Agile. The Scrum framework and project management tools will be explored. Agile will be contrasted with the classical planned/waterfall methodology.

Prerequisites: BUS 230, COM 248, or COS 277. Offered: Spring.

BUS 337 • Human Resources with Analytics 2 Credits

Evaluate in-depth Human Resource functions developing strategic decision making. Use data and various metrics to understand possible real-world solutions.

Prerequisites: BUS 230 or (COM 248 if a non-business department student). Offered: Fall, Spring.

BUS 344 • Managerial Finance 4 Credits

Principles of financial management, including financial analysis, capital structures, working capital management, and investment decisions.

Prerequisites: BUS 210. Offered: Fall, Spring.

BUS 352 • Financial Modeling & Valuation 4 Credits

Builds on principles of finance through the use of case studies and Excel modeling to identify, quantify, and manage business risks. Includes developing and utilizing intermediate-level financial analysis skills, critical-thinking objectives, and demonstration of an ability to synthesize material into a defined model of financial valuation.

Prerequisites: BUS 344. Offered: Fall, Spring.

BUS 357 • Principles of Digital Marketing 2 Credits

Study of digital marketing strategy, content development, and media channels to help students leverage digital techniques and understand how they integrate with the marketing plan as a whole. Students design and analyze digital campaigns within a team environment. Best practices leveraged as the digital marketplace evolves.

Prerequisites: BUS 220. Offered: Spring. Special Notes: This course carries cross credit in communication studies.

BUS 361 • Business Law 2 Credits

An introduction to the legal aspects and general structure of business dealings. Topics include an overview of the American legal system, general contract law, pertinent aspects of the Uniform Commercial Code, and various forms of business organizations. Some aspects of employment and real estate law are also covered.

Prerequisites: BUS 230 and one other 200-level business course. Offered: Fall, Spring.

BUS 362 • Taxation of Business Entities 2 Credits

Current tax law as it pertains to business entities such as corporations and partnerships.

Prerequisites: BUS 314. Offered: Fall.

BUS 390 • Investments 4 Credits

Characteristics and interrelationships of investments, the operation and regulation of the markets, analysis of risk and return, valuation of speculative assets, portfolio planning, and timing and trading strategies.

Prerequisites: BUS 344. Offered: Fall, Spring.

BUS 410 • Advanced Accounting 4 Credits

Principles and problems relating to partnerships, international accounting, consolidated financial statements, corporate mergers, and governmental accounting.

Prerequisites: BUS 311 and All business core courses except BUS 481. Offered: Fall.

BUS 414 • Auditing Principles and Procedures 4 Credits

Auditing objectives, standards, and procedures employed in the examination of business enterprises and verification of their financial statements. Includes an evaluation of internal control, preparation of work papers, report writing, professional ethics, and current trends.

Prerequisites: BUS 311 and All business core courses except BUS 481 and Senior standing. Offered: Spring.

BUS 416 • Machine Learning and Artificial Intelligence for Business 4 Credits

Techniques in machine learning and artificial intelligence with business applications. Topics include data wrangling, supervised machine learning methods, deep learning, model selection, evaluation metrics, and time series forecasting. Applications include forecasting sales and revenue, predicting and classifying business outcomes. Emphasizes practical learning through real-world data, case studies, and industry-relevant software.

Prerequisites: BUS 317; BUS 100 or MAT 124M; COS 101 and Senior standing. Offered: Spring.

BUS 417 • Analytics and Artificial Intelligence Seminar 4 Credits

Capstone course in Analytics and Artificial Intelligence emphasis. Integrates theories and practices learned in other courses through casework and practical exercises focused on equipping students to enter the Artificial Intelligence, Business Analysis, Business Analytics, and Business Consulting markets. Examines ethical questions that influence decision-making.

Prerequisites: BUS 317; BUS 325; all business core courses except BUS 481. Offered: Spring.

BUS 420 • Marketing Seminar 4 Credits

Capstone course in the marketing emphasis. Main course elements include case study analysis where students integrate prior course knowledge with relevant brand examples. Students utilize critical and ethical analysis of marketing practices and develop marketing strategies and plans with a real client.

Prerequisites: Four of the following: BUS 309, BUS 315, BUS 318G, BUS 319, BUS 321, BUS 324, or BUS 357; all business core courses except BUS 481; Senior standing. Offered: Fall, Spring.

BUS 430 • Strategic Management 4 Credits

Strategy formulation and implementation for operational management. Includes data analysis and critical thinking decision-making. Complete a simulation with a competitive business strategy. Case analysis of real-world organizations.

Prerequisites: All business core courses except BUS 481. Offered: Spring.

BUS 440 • Capital Markets 4 Credits

Comprehensive overview of the capital markets with an emphasis on major financial institutions and international financial centers. Evaluation of managing risk within the context of the capital markets in both a domestic and a global economy.

Prerequisites: BUS 352 or BUS 390; Senior standing. Offered: Fall, Spring.

BUS 470 • Finance Seminar 4 Credits

Capstone course in the Finance emphasis. Systematic examination of financial, economic, cultural, ethical, and systemic factors that influence financial decision making. Through a case study approach, students integrate the theories and practices learned in other finance courses. Use of Excel to complete detailed analysis.

Prerequisites: BUS 352 or BUS 390; Senior standing. Offered: Fall, Spring.

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BUS 475 • Innovation and Entrepreneurship Seminar 4 Credits

Development of an individualized and intensive personal business plan as a major course project. Plan is submitted to a panel of entrepreneurs to evaluate as part of a competition. Includes ethical discussions, entrepreneurial guest speakers, and case analyses of entrepreneurial ventures.

Prerequisites: All business core courses (except BUS 481) and BUS 333. Offered: Spring.

BUS 481 • Internship in Business 3-4 Credits

A learning/practicing experience to apply understanding and skills in an off-campus professional setting. Includes participation in an online course with weekly assignments.

Prerequisites: Major or minor within the business department; Completion of 20 credits of BUS/ECO courses; Consent of department. Offered: Fall, Spring, Summer. Special Notes: This course is graded on an S/U basis. May not be transferred into Bethel.

BUS 493 • Capstone: Effective Human Resources Practices 4 Credits

Integration of theories and practices learned in other courses through casework and practical exercises focused on equipping students to enter the HR labor market. Examines ethical questions that influence HR decision making.

Prerequisites: All business core courses (except BUS 481) and Senior standing in the Managing Organizations and Human Resources emphasis. Offered: Spring.

ECO 202 • Principles of Microeconomics 2 Credits

An introductory course in microeconomics that helps students understand how economic decisions are made by individuals and firms and how these decisions affect the overall functioning of the economy. Topics include: supply and demand, elasticity, government policies, production and cost, market structures, and market failure.

Offered: Fall, Spring. Special Notes: It is expected that students take ECO 202 and ECO 203 in the same term.

ECO 203 • Principles of Macroeconomics 2 Credits

An introductory course in macroeconomics that helps students understand how the economy as a whole functions and how government policies can affect economic outcomes. Topics include: measures of economic aggregates like GDP, inflation, and unemployment, the study of concepts like aggregate demand and supply, and monetary and fiscal policy.

Offered: Fall, Spring. Special Notes: It is expected that students take ECO 202 and ECO 203 in the same term.

ECO 301 • Managerial Economics 2 Credits

Models of consumption, production, and pricing in competitive and noncompetitive markets.

Prerequisites: ECO 202 and ECO 203. Offered: Fall, Spring.

ECO 302 • Intermediate Macroeconomics 2 Credits

Models of real output and monetary behavior. Policies affecting unemployment, inflation, and economic growth.

Prerequisites: ECO 202 and ECO 203. Offered: Fall, Spring.

LEA 101 • Personal Mission and Leadership Development 2 Credits

Development of an understanding of personal mission and a study of the application of that mission to leadership. Emphasis is on identifying personal talents and gifts, and developing leadership goals for future roles.

Offered: Fall, Spring.