

# BUSINESS

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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 two 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. 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.

**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:

- 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

## Business 2

*\*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](mailto:bus-econ@bethel.edu) ([bus-econ@bethel.edu](mailto:bus-econ@bethel.edu)) for information, including testing fees. **No credits are given for passing the exams.***

## Programs in Business

### Majors:

- B.A. in Business (<https://catalog.bethel.edu/academic-programs/school-of-business/undergraduate/business/business-ba/>)
- B.A. in Education, Business (5-12 (<https://catalog.bethel.edu/academic-programs/college-of-arts-sciences-and-education/undergraduate-programs/education/business-education-5-12/>))
- B.S. in Actuarial Science and Finance (<https://catalog.bethel.edu/academic-programs/school-of-business/undergraduate/business/actuarial-science-and-finance-bs/>)

### Minors:

- Minor in Business (<https://catalog.bethel.edu/academic-programs/school-of-business/undergraduate/business/business-minor/>)
- Minor in Social Media (<https://catalog.bethel.edu/academic-programs/school-of-business/undergraduate/communication-studies/social-media-minor/>)

### Certificate:

- Certificate in Business Essentials (<https://catalog.bethel.edu/academic-programs/school-of-business/undergraduate/business/business-essentials-certificate/>)

#### **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 104 • Fundamentals of Business and Technology 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.

**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: Sophomore standing. Offered: Fall, Spring. Special Notes: It is recommended students take BUS 106 prior to BUS 210.*

**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, Spring.*

**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. 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.*

## Business 4

### **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.*

### **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 332. 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 202SU or 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 credit 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. Students 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.*

## Business 6

### **BUS 334 • Classic 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 are 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 (may be taken concurrently). 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 or COS 111; 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: BUS 318G; BUS 321; BUS 324 and all business core courses except BUS 481 and 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 390 or MAT 309. 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.*

## Business 8

### **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: BUS 333 and All business core courses except BUS 481. 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 491 • Capstone 4 Credits**

Solve a business problem using functional business knowledge. Demonstrate communication, career exploration, and mastery of functional areas. Complete industry-recognized certifications to showcase specialized skills and knowledge.

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

### **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: BUS 337 and All business core courses except BUS 481 and Senior standing in the Managing Organizations and Human Resources emphasis. Offered: Spring.*

### **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.*

### **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.

*Prerequisites: Sophomore standing.*

### **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. Identifies 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**

Use word processing, spreadsheets, presentations, databases, and desktop publishing. Apply Systems Development Lifecycle to real-world cases. Analyze information security risks, visualize data, and examine 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**

Analyzes key managerial functions, organizational behavior, and leadership. Evaluates global, political, legal, sociocultural, and demographic factors. Applies decision-making, communication, and DEI concepts. Explains how mental, emotional, and spiritual characteristics inform management.  
*Prerequisites: Sophomore standing or above.*

**BUSN 302 • Human Resource Management 2 Credits**

Apply HR strategies for talent acquisition, employee relations, compensation, and benefits. Evaluate training and development, legal compliance, and risk management. Integrate Christian perspectives and prepare for Associate Professional in HR Certification.

**BUSN 308 • Strategic Management and Planning 4 Credits**

Evaluate internal and external forces affecting organizations. Apply strategic planning principles to historical and current business challenges. Analyze functional areas to implement effective strategies and solutions.

**BUSN 310 • Global Management and Leadership 2 Credits**

Analyze social, cultural, political, legal, and economic factors in global business. Examine international trade, emerging markets, and export strategies. Address political risk, international law, business ownership, and multicultural communication.  
*Fulfills: CAPS Goal Area 5. Special Notes: BUSN 323 is a recommended prerequisite.*

**BUSN 314 • Intermediate Macroeconomics 2 Credits**

Macroeconomic theory and applications. Economic models that explain the behavior of output, inflation, employment, interest rates, exchange rates, and other aggregate economic variables. Apply macroeconomic models to global events.  
*Prerequisites: ECON 203. Fulfills: CAPS Goal Areas 2, 5.*

**BUSN 315 • Business Analytics 4 Credits**

Measure uncertainty, summarize data, and apply predictive analytics. Develop proficiency with analytics software and interpret findings. Integrate Christian or personal ethics in business decision-making.  
*Prerequisites: MATH 201 and Sophomore standing.*

**BUSN 320 • Professional Project Management 4 Credits**

Plan and manage projects using traditional and agile frameworks. Communicate stakeholder requirements, align scope, schedule, and resources. Explore ethics, professional conduct, and prepare for PMI Project Management Ready certification.

**BUSN 323 • Marketing Fundamentals 4 Credits**

Analyze marketing strategy, segmentation, pricing, branding, and targeting. Apply product development, promotional tactics, and social media tools. Integrate ethics and social responsibility from a Christian or personal perspective.

**BUSN 332 • Business Analysis and Database Management 4 Credits**

Apply business analysis and database techniques, including SQL. Conduct elicitation, lifecycle management, and problem-solving. Analyze impacts of data mining, warehousing, and big data. Integrate Christian or personal ethical principles.  
*Prerequisites: BUSN 315, MATH 201.*

**BUSN 335 • Business Law 4 Credits**

Apply legal rules for personal, real, and intellectual property. Analyze contract, sales, and consumer law. Evaluate business structures and ethical issues from a Christian or personal perspective. Assess technology's impact on law.

*Fulfills: CAPS Goal Area 5.*

**BUSN 340 • Operations and Supply Chain Management 2 Credits**

Analyze supply chains, performance, and quality improvements. Identify risks and mitigations. Apply Christian or personal perspectives to operations and supply chain management while emphasizing relationships with stakeholders.

**BUSN 379PT • Portfolio in Business 0.5-6 Credits**

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**

Builds foundational understanding of healthcare delivery management systems. Determination of which systems best align with an organization's mission. Application studies on both Lean and TQM management styles completed. Exploration of how managers build teams in highly regulated environments and ensure work is completed in practical, compliant, and efficient ways.

*Prerequisites: Major in business management.*

**BUSN 385 • Healthcare Leadership 4 Credits**

Develop healthcare leadership principles by analyzing organizational vision, values, and team-building strategies. Formulate approaches for staff management and resource stewardship. Conduct information interviews for experiential and market-relevant learning.

*Prerequisites: Major in business management.*

**BUSN 387 • Healthcare Law and Ethics 2 Credits**

Evaluate legal and ethical issues in healthcare, including informed consent, risk mitigation, and malpractice liability. Examine corporate governance and accountability at community, state, and federal levels.

*Prerequisites: Major in business management.*

**BUSN 389 • Finance Systems in Healthcare 4 Credits**

Analyze healthcare reimbursement systems and their intersection with service delivery. Apply analytics to assess cost, cost-sharing, and pricing. Explore hospital financial operations, governance, and operational compliance using information interviews.

*Prerequisites: Major in business management.*

**BUSN 426 • Predictive Data Analytics 4 Credits**

Apply predictive analytics to business decisions using software and AI tools. Develop skills in data visualization, dashboarding, prediction, classification, and clustering. Integrate ethical considerations from a Christian perspective. Prepare for Microsoft Office Specialist Expert and Tableau Desktop certifications.

*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**

Solve a business problem using functional business knowledge. Demonstrate communication, career exploration, and mastery of functional areas. Complete industry-recognized certifications to showcase specialized skills and knowledge.

*Prerequisites: 10 courses from ACCT200-489, BUSN200-489, FINA200-489. Special Notes: BUSN 320 is a recommended prerequisite.*

**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.*

**ECON 202 • Principles of Microeconomics 2 Credits**

Analysis of market interactions using supply and demand, considering participant values. Application of scarcity, opportunity costs, and production costs in competitive and monopolistic markets. Examination of human capital in labor markets and the economic foundations of globalization and international trade.

*Fulfills: CAPS Goal Area 5.*

**ECON 203 • Principles of Macroeconomics 2 Credits**

Analysis of macroeconomic concepts, including GDP, growth, unemployment, inflation, and government policy. Comparison of Keynesian and neoclassical perspectives using aggregate supply and demand. Application of the income-expenditure model, fiscal and monetary policy, and the Federal Reserve's role. Integration of Christian or personal perspectives with macroeconomic concepts.

*Fulfills: CAPS Goal Area 5.*

**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.*