

# BUSINESS

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The purpose of the Department of Business (<https://www.bethel.edu/undergrad/academics/business-economics/>) 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, Business Analysis and Analytics, Finance, Human Resource Management, Innovation and Entrepreneurship, and Marketing*
2. Accounting 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 Leadership Studies 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.

## Majors in Business

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

## Minors in Business

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

### **BUS 100M • Business Calculus 3 Credits**

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

*Prerequisites: At least two years of high school algebra. Offered: Fall, January.*

### **BUS 101 • Introduction to Business 3 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: Occasionally.*

### **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, January, Spring.*

## *Business 2*

### **BUS 130 • Business Problem Solving 3 Credits**

A foundation for understanding and solving business and economic problems. Introduction to business and economic concepts, terminology, and problems along with the mathematical skills needed to solve problems. Emphasis on understanding problems, solutions, and decision making, as well as developing critical-thinking skills needed for success in business and economics.

*Offered: Fall, Spring.*

### **BUS 202Z • Introduction to International Business 3 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.

*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 100M, BUS 130, or MAT 124M. Offered: Fall, Spring.*

### **BUS 212 • Personal Finance 3 Credits**

Management and planning of personal and family finances. Emphasis given to budgeting, investments, individual income tax, and insurance.

*Offered: January.*

### **BUS 213 • Personal Financial Literacy 3 Credits**

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

*Offered: Occasionally.*

### **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 • Principles of Management 4 Credits**

Fundamentals of managerial activities: planning, organizing, leading, and controlling organizational activity.

*Offered: Fall, Spring.*

### **BUS 231 • Human Resource Management 3 Credits**

Role of human resource management within organizations. Overview of human resource planning, job analysis, staffing and selection, training, development, compensation and benefits, and employee relations. Understanding how employment and discrimination law affects the workplace.

*Prerequisites: BUS 230 or (COM 248 If a non-Business department student). Offered: Fall, Spring.*

### **BUS 232 • Innovation and Entrepreneurship 3 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 285 • Information and Organizations 3 Credits**

Examination of both information and information systems including their use in making knowledge based decisions and analyzing strategic organizational goals. Identification of quality information that is required for organizations, as well as applicable ways to store, organize, and retrieve this information securely. Consideration and discussion around the ethical issues and policies organizations face.

*Offered: Occasionally. Special Notes: This course carries cross-credit in CAPS.*

**BUS 306 • Public Administration 3 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:* POS 100 recommended. *Offered:* Spring. *Special Notes:* Carries cross-credit in political science.

**BUS 309 • Brand Management 3 Credits**

Theoretical and practical knowledge necessary for successful management of brands and the creation of strategies that build and preserve brand equity. Introduction of 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 relevancy.

*Prerequisites:* BUS 220. *Offered:* Fall, Spring.

**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 312 • Federal Income Taxes 3 Credits**

Current federal income tax law as it pertains to individuals, corporations, and partnerships. The concept of taxable income, tax planning, and tax determination within the provisions of the law included.

*Prerequisites:* BUS 210. *Offered:* Spring.

**BUS 313 • Strategic Managerial Accounting 3 Credits**

Compilation and utilization of internal accounting information for managerial decision making.

*Prerequisites:* BUS 210. *Offered:* Fall, Spring.

**BUS 315 • Sales and Sales Management 3 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; MAT 207M or MAT 330. *Offered:* Fall, Spring.

**BUS 318G • Global Marketing 3 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; Contemporary Western Life and Thought (L) course; World Cultures (U) course] or [GES 244; World Cultures (U) course] and BUS 220. *Offered:* Fall, Spring.

**BUS 319 • Advertising and Promotion 3 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.

## Business 4

### **BUS 321 • Marketing Research 3 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 220 and MAT 207M. Offered: Fall, January.*

### **BUS 324 • Consumer Behavior 3 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 3 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 or successful completion of the Business Application Competency Assessment 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 or successful completion of the Business Application Competency Assessment. Offered: Fall, Spring.*

### **BUS 327 • Marketing and Management in Spain 3 Credits**

Theoretical and practical concepts of marketing and management in the semi-globalized world. Understand 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. Offered: Semester in Segovia, Fall. Special Notes: 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.*

### **BUS 330 • Compensation Theory and Practice 3 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, and other compensation systems.

*Prerequisites: BUS 231 and BUS 344 (may be taken concurrently). Offered: Fall.*

### **BUS 331 • Staffing, Training and Development 3 Credits**

Theories and strategies for maximizing the potential of an organization's workforce. Explores 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 analyzing surveys, selection tests, and needs assessments.

*Prerequisites: BUS 231. Offered: Fall.*

**BUS 333 • Entrepreneurship Strategies and Tools 3 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.*

**BUS 334 • Principles of Project Management 3 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 216. Offered: Spring.*

**BUS 335 • Organization Development 3 Credits**

Factors that influence the effectiveness of organizations. Explores methods for diagnosing organizational health and designing interventions for the individual (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 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 3 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 3 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. Hands on work emphasized.

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

**BUS 361 • Business Law 3 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 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 3 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 • Business Forecasting and Data Mining 3 Credits**

Develops data wrangling methods, various supervised machine learning methods, model selection and evaluation metrics, and business time-series forecasting using a current programming language. Specific applications include forecasting sales and revenue, economic trends, and classifying outcomes. Uses case studies, real-world data, and relevant software.

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

**BUS 417 • Business Analysis and Analytics Seminar 3 Credits**

Capstone course in Business Analysis and Analytics emphasis. Integration of theories and practices learned in other courses through casework and practical exercises focused on equipping students to enter the business analysis, business analytics and business consulting market. Examines ethical questions that influence decision making.

*Prerequisites: BUS 317; BUS 334; all business core courses except BUS 481. Offered: Spring.*

**BUS 420 • Marketing Seminar 3 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 3 Credits**

Strategy and policy formulation and implementation from the general manager's perspective. Includes written and oral analyses of comprehensive cases involving multifunctional applications.

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

**BUS 440 • Capital Markets 3 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: All business core courses (except BUS 481) and BUS 390 or Consent of instructor. Offered: Fall, Spring.*

**BUS 470 • Finance Seminar 3 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: All business core courses (except BUS 481) and BUS 390 (may be taken concurrently). Offered: Fall, Spring.*

**BUS 475 • Innovation and Entrepreneurship Seminar 3 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. Seniors are evaluated on their written plan, their presentation, and the overall viability of the proposed new venture. 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. Grade exceptions: Graded on an S/U basis. May not be transferred into Bethel. Offered: Fall, Spring, Summer.*

**BUS 493 • Seminar - Human Resource Management 3 Credits**

Capstone course in the Human Resource Management emphasis. 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 HR 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 • Intermediate Microeconomics 3 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 3 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 100 • Emerging Leaders 3 Credits**

An introduction to leadership with a focus on effective characteristics and practices of leadership theories, leadership styles, core leadership competencies, individual self-discovery, management, followership, and integration of faith and leadership. Opportunities given for students to identify, clarify, and develop individual leadership skills and abilities.

*Offered: Summer.*

**LEA 101 • Personal Mission and Leadership Development 3 Credits**

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