

# MANAGEMENT, MARKETING AND INFORMATION SYSTEMS

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**Faculty**

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Lois Swaine  
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Academic Programs	Credits
BBA in Management	72
BBA in Management Long-term Care Emphasis	72-73
BBA in Marketing	72
BBA/BA: International Business and Language	99
BBA/BA: Music	113
BBA in Information Systems	72
Minor in Marketing	21
Graduate Programs are listed on p. 168.	

**MISSION**

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

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

**MANAGEMENT**

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

All management majors must obtain a C (2.00) minimum grade in ACCT121, 122 and a C (2.00) minimum grade in BSAD355.

**Major in Management (BBA)**

**General Option**

**Required courses for major—15**  
BSAD330, 345, 384, 436, 467

**Elective major courses**

**Major Group A electives—6**  
Two business electives not previously applied from ACCT, ECON, FNCE, INFS or MKTG.

**Major Group B electives—6**  
Two BSAD courses not previously applied.

**BBA core—39**

**BBA cognates—6**

**General Education requirements—46**

**General electives—6**

(Must be taken outside the School of Business)

**Total credits for the BBA degree—124**

Since management is a broad field, variation is allowed in academic programs. Management majors are urged to focus their course work in an area of concentration. Emphases available in the department are Long-Term Care Management, and Entrepreneurship. Also available is a double degree (BA/BBA) in International Business and Language.

**BBA in Management**

**Long-Term Care Emphasis**

**Required courses for major—15**  
BSAD335, 360, 384, 466, 487

**Elective major courses:**

**Major Group A electives—10**  
ACCT330, NRS216, SOCI410

**Major Group B elective—3**

An appropriate elective approved by advisor.

**BBA core—39**

**BBA cognates—6**

**General Education requirements—46**

**General electives—5**

(Must be taken outside the School of Business)

**Total credits for the BBA degree—124**

The degree listed above is specifically designed to furnish skills in the domain of practice essential for taking the NAB (National Association of Boards of Examiners for Nursing Home Administrators) licensure examination.

**BBA in Management**

**Entrepreneurship Emphasis**

**Required courses for major—15**  
BSAD330, 345, 384, 436, 467

**Elective major courses—12**

**Major Group A electives (6-12 credits)**  
ACCT330, MKTG320, 368, 375, 450, 456

**Major Group B electives (0-6 credits)**  
BSAD210, 342, 450, 487

**BBA core—39**

**BBA cognates—6**

**General Education requirements—46**

**General electives—6**

(Must be taken outside the School of Business)

**Total credits for the BBA degree—124**

**MARKETING**

While course work in the marketing functional areas forms the core of academic preparation for careers in marketing, other business courses and course work in behavioral science, communications, mathematics, and information science, contribute to the well-rounded perspective needed by marketing managers.

All marketing majors must obtain a C (2.00)

minimum grade in ACCT121, 122 and a C (2.00) minimum grade in MKTG310.

**Major in Marketing (BBA)**

**Required courses in major—12**  
MKTG320, 368, 440, 456

**Elective major courses**

**Major Group A electives—12**  
Choose 4 courses from the following:  
MKTG375, 435, 444, 450, 465;

BSAD330, 487

**Major Group B elective—3**

One appropriate upper division elective approved by advisor.

**BBA core—39**

**BBA cognates—6**

**General Education requirements—46**

**General electives—6**

(Must be taken outside the School of Business)

**Total credits for the BBA degree—124**

**Minor in Marketing**

**Required courses—12**

MKTG310, 320, 368, 456

**Minor electives—9**

Choose 3 courses from the following:  
MKTG375, 435, 440, 444, 450, 465;  
BSAD330

**Total credits for the minor—21**

**BBA/BA in International Business and Language**

This program prepares students for international careers with business and language skills, providing practical, on-site, work experience and an academic background in international affairs. Students receive two separate but integrated degrees: a Bachelor of Business Administration with a major in management and a Bachelor of Arts in language for international trade. See p. 99 under International Language Studies for a full description.

**General Education**

**Requirements—46**

(see p. 27—BBA General Ed requirements)

**Specialized Studies in**

**Language—27**

**French** requires a minimum of 27 credits including FREN420 or 430, 468, 480, and 3 credits of an elective course at the 400 level.

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

**Spanish** requires a minimum of 27 credits including SPAN420, 426 or 436, 468 and 3 credits of an elective course at the 400 level.

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

**Business Core and Business Major with Cognates** 72

**Business core—39**

(See p. 160)

**Business major—27**

Required major courses—15  
BSAD330, 345, 384, 450, 467

**Group A--3**

Choose one of the following:  
FNCE426, ECON427, 454

**Group B--9**

MKTG465, MDLG490, 495

**Cognates—6**

MATH182, STAT285

**Total credits for the BBA/BA—145**

**BBA/BA in Music**

This program prepares students for pursuing career options, which combine the skills and creativity of business and the musical arts. Upon completion of this five-year program students receive two separate but integrated degrees: a Bachelor of Business Administration with a major to be chosen from among BBA majors listed in the School of Business *Bulletin* in consultation with a Department of Music advisor, and a Bachelor of Arts in Music. Note that in order to receive the BA in Music students in this program must take additional general education course work as described below:

**General Education Requirements—46****Religion—12**

Take RELT100 and either RELT340 or 390  
Plus 2 courses chosen from RELB210, 225,  
RELT250 or RELP400.

**Arts and Humanities—6**

HIST118

Select 1 from the following: ENGL255,  
MUHL214, ARTH220, PHIL224

**Physical/Natural Science—6**

IDSC321, 322

**Social Science—6**

PSYC101, SOCI119

**Language and Communications—8**

ENGL115, 215, COMM104

**Mathematics—3**

MATH165

**Wellness—3**

HLED130

2 activity courses

**Service—2+**

BHSC100 (plus fieldwork)

Note: In order to receive the BA in Music students in this program must take the following additional credits of General Education course work:

**Additional General Education Requirements—15****Arts and Humanities—5**

HIST117, IDSC211

**Physical/Natural Science—3**

Choose 1 of the following: PHYS110,  
BIOL208, BIOL330, PHYS405, CHEM110

**Social Science—3**

Choose 1 of the following: BHSC220,  
BHSC235, IDSC237

**Language/Communication—4**

Intermediate language

**Bachelor of Arts in Music—min. 41**

MUCT101, 102, 131, 132, 201, 202, 231,  
232; MUHL458, 459, 468, 469; MURE420;  
minimum 8 credits of applied music which  
includes a recital or project; 4 credits of  
ensemble; 2 credits of electives.

**Business Core and Business Major with Cognates 72****Business Core—39**

ACCT121, 122, BSAD341, 355, 365, 475,  
494; ECON225, 226, FNCE387, INFS110,  
215, MKTG310.

**Business Major—27**

To be chosen from among BBA majors listed in the School of Business *Bulletin* in consultation with a Department of Music advisor. These majors include: accounting, economics, finance, information systems, management and marketing.

**Cognates—6**

MATH182, STAT285

**Total credits for the BBA/BA—min. 174**

**INFORMATION SYSTEMS**

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

All Information Systems majors must obtain a “C+” average in major and core courses. In addition, no grade below a “C-” is allowed within the major, core courses, and major cognates.

**Major in Information Systems (BBA)****Required major courses—24-27**

INFS226, 235, 310, 318, 428, 437, 447,  
CPTR125 (if needed), 151

**Elective major courses—3**

INFS457 or 467

**BBA core—39****BBA cognates—6****General Education requirements—46****General electives—3-6**

(Must be taken outside the School of Business)

**Total credits for BBA degree—124**

**Courses**

(Credits)

See inside front cover for symbol code.

**BUSINESS ADMINISTRATION****BSAD104****Introduction to Business**

The nature of the American business system, including the role of business in society, examination of the functions of a business enterprise, contemporary problems, and future challenges. Career decision making in terms of business careers. Does not apply towards management major during junior and senior years.

**BSAD210****Small Business Management**

A practical course on the principles and problems of organizing and operating a small business.

Topics include a procedural system for establishing a new business, providing physical facilities, financing, organizing, and management of the small business. Does not apply towards a management major during junior and senior years. *Spring*

**BSAD330**

(3)

**Entrepreneurship**

A systematic study of entrepreneurship, with an emphasis on contemporary trends. The creation, assessment, development, and operation of new and emerging ventures. Entrepreneurial assessments are done to determine the possibility of success for each student. Students learn how to write business plans and how to start their own company. *Spring*

**BSAD335**

(3)

**(was BSAD431)****Perspectives in Health-Care Delivery**

An overview of how health-care is delivered in the U.S., including organizational aspects of health-care delivery, managed care, financing of services, the government's role in health care, current direction, and emerging trends.

**BSAD341**

(3)

**Business Law I**

Introduction to general principles of law and its interpretation including limited coverage of business torts and crimes, as well as coverage of contract and sales law, property law, agency, and commercial paper.

**BSAD342**

(3)

**Business Law II**

Extensive coverage of debtor-creditor relations including secured transactions and bankruptcy; business organization, including partnership and corporate law; consumer and environmental protection, employment law and insurance, estate planning and international law. Prerequisite: BSAD341. *Spring*

**BSAD345**

(3)

**Business and Society**

A study of how business operates within the political, legal, and social environment, its relationship to government agencies and government controls, and how business relates its activities to various social problems. Ethical considerations of business decisions as related to this environment. *Fall*

**BSAD350**

(3)

**Quality Management**

Major aspects include management attitudes and management of the work force, customer expectations, organizational structure, product design and manufacture, purchasing and inventory control, and service provision. Assumes a background in management, marketing, personnel, and purchasing theory.

**BSAD355**

(3)

**Management and Organization**

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

- BSAD360** (3) relationships with host governments, and leadership, decision making, communication, group processes, diversity, organizational change, self-awareness, and stress management. Prerequisite: BSAD355.
- (was BSAD460)
- Management of Long-Term Care Facilities**
- A study of long-term care services and management of long-term care facilities. Prerequisites: BSAD335, 355.
- BSAD365** (3) **BSAD475** (3)
- (was BSAD265)
- International Environment of Business**
- A survey of the world environment in which international business is conducted, including both economic relations among nations and environmental factors that affect business operations within different nations. Topics include international trade and trade restrictions, the balance of payments, the international monetary systems, and the multinational corporation.
- BSAD475** (3)
- Operations Management**
- Analysis of problems and issues faced by production/operations managers in manufacturing and service industries. Concepts and techniques include operations scheduling, quality control, plant layout, facility location, line balancing, queues, production and inventory controls, forecasting and linear programming. Prerequisite: STAT285.
- BSAD384** (3) **BSAD487** (3)
- Human Resource Management**
- A survey of the objectives and issues associated with personnel management in organizations. Topics include studies in human resources planning and forecasting, job analysis and evaluation, personnel recruitment, selection and assessment, training and development, performance evaluation, compensation and benefits, grievance procedures and disciplinary actions. Prerequisite: BSAD355. *Spring*
- BSAD487** (3)
- Internship in \_\_\_\_\_**
- A program of business experience. Student must be a Junior and have at least a B- cumulative GPA. For each hour of credit 50 hours of work experience is required. Full arrangements for a structured program must be made in advance. Graded S/U.
- BSAD397** (1-3) **BSAD494** (3)
- (was BSAD297)
- Topics in \_\_\_\_\_**
- Intensive study of selected topics of current interest in the sub-discipline area noted and not ordinarily covered in depth in other courses. Repeatable in different topics with approval of department. Prerequisite: Permission of instructor.
- BSAD494** (3)
- Business Strategy and Decisions**
- The goal of this interdisciplinary course is to enable students to develop and/or fine tune skills in the analysis of strategic and organizational problems and issues. Assumes the student has completed all BBA core requirements or is currently enrolled in the remainder.
- BSAD436** (3) **BSAD497** (1-3)
- Motivation and Work Behavior**
- Advanced topics dealing with individual and organizational factors affecting employee motivation, performance, and satisfaction. Areas may include the work climate, organizational attachment, job design, goal-setting, group dynamics, and reward systems. Cases and projects. Prerequisite: BSAD355. *Spring*
- BSAD497** (1-3)
- Advanced Topics in \_\_\_\_\_**
- Topics of current interest in the sub-discipline area noted not ordinarily covered in depth in other courses. Repeatable in different topics with the approval of the department. Permission of the instructor required.
- BSAD450** (3) **BSAD498** (1-3)
- Multicultural Business Relations**
- A study of globalization and the increasing ethnic and cultural diversity in the workplace that requires managers to become more aware of and sensitive to the role of culture in business relations. Communication, negotiation, principles and practices of management in a cross-cultural context is the focus of study. *Fall*
- BSAD498** (1-3)
- Independent Readings/Study in \_\_\_\_\_**
- Directed study or readings under the guidance of the instructor. Oral and reading reports may be required. Graded S/U. Permission of the dean required. Prerequisite: previous upper-division work in the discipline; minimum cumulative GPA of 2.75 and minimum GPA of 3.00 in business subjects.
- BSAD466** (3) **BSAD499** (1-3)
- Practice Skills for the Long-Term Care Administrator**
- The main objective is to prepare students for the national and state licensure examinations. Emphasizes the domains of practice not receiving enough coverage in other courses, such as patient-care management, physical-resource management, and life safety code. Prerequisite: BSAD360.
- BSAD499** (1-3)
- Independent Research in \_\_\_\_\_**
- Study under the supervision of the instructor. Permission of the dean required. Prerequisites: previous upper division work in the discipline; minimum cumulative GPA of 2.75 and a minimum GPA of 3.00 in business subjects.
- BSAD500** (2) **BSAD545** (3)
- Survey of Management**
- Introduces concepts of effective management in organizational settings, and a general survey of the major marketing methods, institutions and practices. Not available for MBA program.
- BSAD545** (3)
- International Management**
- Understanding the global enterprise and how management concepts, principles, and practice transcend national boundaries. Focus on global strategies, the importance of cultural differences to organizational effectiveness, management of people in international organizations, personnel selection and repatriation, political risks, ethics and social responsibility. Prerequisite: BSAD355.
- BSAD530** (3) **BSAD556** (1-3)
- Management of Not-for-Profit Organizations**
- Issues facing managers in third-sector organizations. Studies of the mission and objectives pursued, strategic leadership and board composition, organizational structure and operation, marketing and fund-raising, financial management, training and motivation of volunteers, assessment of stakeholder satisfaction and overall operating effectiveness. A major field project is required. Prerequisite: BSAD355 or 500.
- BSAD556** (1-3)
- Topics in Business Administration**
- Topics of current interest in the management area not ordinarily covered in-depth in regular courses. Repeatable to 15 credits.
- BSAD531** (3) **BSAD560** (3)
- Health-Care Delivery in the U.S.**
- Financing mechanisms, delivery organizations, and payment systems for health-care services in the U. S. Explores the historical development, current trends, and future directions. Another approved course may be substituted if the student has already completed BSAD335 with a grade of B or better.
- BSAD560** (3)
- Intercultural Business Relations**
- The process of globalization demands culturally aware managers, both in the domestic and the international market. This course studies the role

of culture in business, aims to develop skills in cross-cultural communication and negotiations; and prepares the student for the increasing cultural diversity in the workplace.

**BSAD620** (3)  
(was BSAD688)

**Ethics, Service & Society**

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

**BSAD638** (3)  
(was BSAD635)

**Hospital Administration**

Organization and management of a modern hospital and integrated healthcare organizations built around a hospital as the nucleus. Prerequisite: BSAD531.

**BSAD648** (variable)  
**Workshop**

**BSAD670** (3)

**Human Resources Seminar**

Topics may include human-resources planning, job analysis and design, recruitment, screening and selection, training and career development, performance evaluation, compensation and rewards, affirmative action, discipline, unions, grievances, and conflict resolution. Emphasis on cases, projects, and research. Prerequisite: BSAD515 or permission of instructor.

**BSAD689** (3)

**Strategic Management**

Requires that students integrate relevant knowledge gleaned from previous core business-course experiences. Extensive case work and library research are demanded. Students work with a real organization to develop a comprehensive strategic plan. Assumes that the student has completed all MBA core requirements or is currently enrolled in the remaining courses. *Summer*

**BSAD690** (1-3)

**Independent Readings**

Designed for the individual needs of a student. Oral/written reports may be required. Graded S/U. Permission of the dean required. Prerequisite: Completion of 24 graduate business credits with a cumulative GPA of at least 3.25.

**BSAD694** (2-3)

**Independent Research**

Designed to fit the individual needs of the student. Permission of the dean required. Prerequisite: Completion of 24 graduate business credits with a cumulative GPA of at least 3.25.

## INFORMATION SYSTEMS

**INFS110** (3)

**Introductory Computer Tools**

Computer usage including application software, operating systems, Internet, development concepts and ethics. Explores the appropriate role of IT in an organization. The lab portion of the class covers word processing, spreadsheet, database, and the creation of web pages. Prerequisites: familiarity with word processing, keyboarding skills 20 wpm, and math placement exam score of 2.0. *Fall, Spring*

**INFS 215** (3)

**Information Systems Theory and Application**

Focuses on extending the students skills in applications and explores information-systems theory. Applications focused on include advanced spreadsheet, PC database usage, and the development of interactive web pages. Students also gain an understanding of organizational systems, planning, the decision process, and decision support technologies. Prerequisite: INFS110. *Fall*

**INFS226** (3)

**Information Technology Hardware and Software**

Provides the hardware/software technology background to enable systems development personnel to understand tradeoffs in computer architecture of effective use in a business environment. Single user, central, and networked computing systems; single and multi-user operating systems area all examined. Corequisite: INFS215. *Fall*

**INFS235** (3)

**Business Programming**

Explores programming, computer concepts and the design of applications with a focus on the Windows programming environment. Covers the logical and physical structures of both programs and data. In addition, this course provides an introduction to the COBOL language. Prerequisite sites: INFS226, CPTR151. *Spring*

**INFS310** (3)

**Networks and Telecommunications**

Covers data communications and networking, covering hardware and software. Emphasis upon the analysis and design of PC networking applications. Management of telecommunications networks, cost-benefit analysis, and evaluation of connectivity options are also covered. Students learn to evaluate, select, and implement different communication options within an organization. Prerequisite INFS226. *Fall*

**INFS318** (3)

**Business Systems Analysis and Design**

Provides an understanding of the system development, modification, decision process, and choices in business process development and reengineering methodology. Emphasizes integration with users and user systems. Encourages interpersonal skill development, operations and maintenance of the system, and covers quality and decision theory, information theory, and practice. Prerequisite: INFS215. *Fall*

**INFS428** (3)

**Database Systems Design and Development**

Covers information systems design, theory, and implementation within a database management system environment. Students demonstrate their mastery of the design process acquired in earlier courses by designing and constructing a physical system using database software to implement the logical design. Prerequisite: INFS318 or CPTR460. *Spring*

**INFS437** (3)

**Programming Project Design and Development**

Covers the physical design, programming, and testing of modern business systems. Implementation choices in various programming/system environments are explored. Prerequisites: INFS235, INFS428. *Fall*

**INFS447** (3)

**Project Management**

Covers the factors necessary for successful management of system development or enhancement projects. Both technical and behavioral aspects of project management are discussed. Focus is on management of development for enterprise-level systems. Prerequisite: INFS428 Corequisite: INFS437. *Fall*

**INFS457** (3)

**Certification Support**

Provides background and support necessary for students to pursue various software certification exams such as the MCSE series and the CNE exams. Prerequisite: INFS310. *Spring*

**INFS467** (3)

**Software Production and Marketing**

Explores the steps necessary to take a new idea from analysis through development, production and distribution and the business infrastructure needed to support this. Includes marketing, small business creation, organization, and support. Prerequisite: INFS437, MKTG310. *Spring*

## MARKETING

**MKTG310** (3)

**Principles of Marketing**

A general survey of the major marketing methods, institutions, and practices examined from the viewpoint of their effects on exchange transactions linking producers with consumers. Assumes a working knowledge of micro-economics. *Fall, Spring*

**MKTG320** (3)

**Consumer Behavior**

An integration of the various disciplines in the behavioral sciences with marketing theory to understand, explain, and predict consumer decisions. Explores both the theoretical and practical implications of individual behavioral variables, group influences, and consumer decision processes. Prerequisite or corequisite: MKTG310. *Fall*

**MKTG368** (3)

**Advertising and Promotion**

Focuses on the role of promotion and communication in the marketing mix. Explores the nature and types of promotion, including advertising and point-of-purchase display, the steps in developing an advertising campaign, and measures of advertising effectiveness. Explores the management of the promotion and advertising functions in an organization. Prerequisite: MKTG310. *Spring*

**MKTG375** (3)

**Direct Marketing**

Marketing goods and services directly to consumers, marketing through catalogs, direct-mail, telemarketing, TV and radio direct response, magazine and newspaper direct response, electronic shopping and kiosk shopping. Prerequisite: MKTG310. *Spring*

**MKTG435** (3)

**Marketing Ethics and Contemporary Issues**

Emphasizes the ethical challenges that confront the decision maker and their impact on society at large as well as ethically-based contemporary

issues. Marketing ethics topics include: survey of ethical decision-making theories, organizational processes, ethics research, and case histories. Contemporary issues are constantly updated. Prerequisite: MKTG310.

**MKTG440**  
(was MKTG490)

**Marketing Management Problems**

An integrative capstone course for marketing majors. Emphasizes process by which marketing managers seek solutions to marketing problems and considers marketing opportunities. Field studies provide students with opportunities to apply knowledge gained in marketing course work to concrete situations. Assumes completion of majority of courses in marketing major.

**MKTG444**

**Not-for-Profit Marketing**

Examines the meaning and role of marketing concepts and tools in nonprofit institutions such as hospitals, schools, public agencies, foundations, and churches. The role of activities such as marketing research, product development, pricing, advertising, publicity, personal selling, and marketing control are examined in the nonprofit sector. Prerequisite: MKTG310. *Fall*

**MKTG450**

**Retailing**

Designed to help students increase awareness of the retailing process, understand the changes in customer needs, demographics, and shopping behaviors, assess the emerging technologies which have a dramatic effect on retail operations, and analyze the strategic long-term plans which retailers are using for creating advantages in this rapidly changing environment. *Fall*

**MKTG456**

**Marketing Research**

Focuses on the systematic collection of business and marketing-related data to provide information to decision makers. Emphasis on translating management problems into research questions, developing a research design to address these questions, and analyzing research results with recommendations to management. Prerequisites: STAT285, MKTG310. *Fall*

**MKTG465**

**International Marketing**

Marketing problems arising from various degrees of foreign involvement. Includes marketing research, project planning and development, pricing, promotion, distribution, and organization. Emphasis on management of these marketing functions in a multinational context where the parameters differ from those in domestic marketing. Prerequisite: MKTG310. *Fall*

**MKTG500**

**Survey of Marketing**

A general survey of the major marketing methods, institutions, and practices. Not available for the MBA program.

**MKTG540**

**Not-for-Profit Marketing**

Study of marketing concepts and tools for not-for-profit institutions. Topics include marketing research, product development, pricing, advertising, publicity, personal selling and

marketing control. Prerequisite: MKTG310.

**MKTG680**

**(combines BSAD550 and MKTG676)**

**Research Methods/Marketing Strategy**

Survey of the strategic marketing process of analyzing research and market opportunities, selecting target markets, designing marketing strategies and evaluation marketing programs.

Emphasizes anticipation and reaction to a changing environment through research analysis. Includes the research process from research design to data collection, analysis, and reporting. Prerequisite: MKTG310 and STAT285. *Spring*

## Graduate Programs

**Faculty**

*Accounting, Economics, and Finance*

Leonard K. Gashugi, Chair

Samuel Chuah

Ann M. Gibson

Mary Ann Hofmann (on leave)

Darlene R. Kausch

Malcolm B. Russell

Delyne J. Shepard

**(3) Management, Marketing, and Information Systems**

\_\_\_\_\_, Chair

William Greenley

Phylis Mansfield

Robert C. Schwab

Jacquelyn Warwick

## MASTER OF BUSINESS ADMINISTRATION

**MISSION**

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

Students who enter the program without prior course work in business must take a 2-year (5-semester) MBA degree program. The graduate curriculum in business administration is divided into foundation courses and advanced courses. The foundation courses approximate two semesters of work; advanced courses—a minimum of three semesters. Foundation courses provide study in business fundamentals; advanced courses emphasize the understanding of administrative processes in resolving problems faced by business executives.

All or part of the prescribed foundation program may be waived for students with appropriate undergraduate course work from an accredited institution with acceptable grades, or an acceptable score on a departmentally prepared examination. Waiver examinations for previous course work may be required for courses taken more than five years before entering the MBA

program or when the content of previous work is judged insufficient. All waiver exams must be taken during the first semester of enrollment in the MBA program.

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

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

The GMAT is required for regular admission status. The student may not enroll for more than 12 credits of graduate work before the GMAT requirement is met.

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

Only courses numbered above 500 may be used to meet MBA requirements. Other graduate programs in the School of Business may include a limited number of 400-level swing courses.

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

**Foundation Courses.** Foundation courses provide an introduction to the broad field of Business Administration. Such courses must be completed early in the program of study.

The following courses constitute the foundation for the MBA degree: ACCT121, 122 or 330; BSAD341, 355, 475; ECON225, 226; FNCE387; INFS215; MKTG310, STAT285. Competency in computers is assumed.

**MBA Course Work—33**

Advanced courses are divided into two groups, required and elective; 21 are in courses required of all students, and 12 are in elective courses. All advanced courses are offered only at the graduate level.

**Core Requirements—21**

These courses help the student view the business enterprise as an integrated unit operating in a complex economic, political, and social system: ACCT635, ECON525, 530, BSAD515, 620, 689, MKTG680.

**Elective courses—12**

ACCT586, 615, 630, BSAD530, 531, 532, 535, 545, 560, 638, 670, FNCE526, 680, MKTG540.

**Accounting/Finance Emphasis**

Many states require candidates to study one year beyond the baccalaureate degree in order to be eligible to take the CPA examination. The School of Business offers a graduate program of studies in business and accounting that culminates in meeting the AICPA requirements and receiving the MBA degree. Undergraduate courses in business and accounting taken at other schools must be equivalent in content and credit hours to be recognized for preparation courses.

The MBA with an accounting emphasis consists of two phases. Phase I includes undergraduate courses that provide a strong foundation in the functional areas of accounting. Most states require CPA examination candidates to complete these courses at the undergraduate level. Phase I courses may be waived if the courses have been completed successfully prior to

enrollment in the MBA program.

Phase II has 33 semester credits that help the student view the business enterprise as an integrated unit and emphasize strategic thinking and the development of managerial, finance, and accounting skills. Students may move from Phase I to Phase II, or may enter Phase II directly, depending on course work taken at the undergraduate level.

**Phase I: Accounting Foundation courses—24**

ACCT321, 322, 330, 365, 455, 456, 465, 476

**Phase II: Graduate courses—33**

**MBA core requirements—21**

See list of core requirements above

**Accounting/Finance Emphasis—12**

Select from ACCT586, 615, 630, FNCE526, 680

**Note:** MBA foundation courses must be fulfilled for entrance into this emphasis. See above.

**Health-Care Management Emphasis**

Changing political, sociological, and technological factors in the U.S. and other advanced nations creates new opportunities for skilled administrators to manage various health-care systems in which the cost-efficient delivery of quality services is paramount. By electing 12 credits in advanced-level courses in health-care management, students can tailor the traditional MBA degree to the skills needed for supervisory and executive-level positions in health-care organizations, such as hospitals, clinics, managed-care organizations, specialized centers of health services, and skilled nursing facilities.

**MBA Core Requirements—21**

See list of core requirements above

**Health-Care Management Emphasis—12**

BSAD531, 532, 535, 638

**Note:** MBA foundation courses must be fulfilled for entrance into this emphasis. See above.

**Master of Science in Administration (MSA)**

The Master of Science in Administration program is designed to prepare students for leadership in various industry-specific settings. The MSA degree is offered in church administration and engineering management.

**MSA with Church Administration Emphasis**

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

Students must take any lacking prerequisite courses in addition to the 33 graduate credits required for the MSA degree.

**Prerequisites**

BSAD355, MKTG310, STAT285

**MSA degree program—33**

**MSA core—9**

BSAD515, 620, MKTG680

**School of Business electives--6**

Select two of the following:

ACCT635, BSAD530, 560, 670, FNCE680

**MSA Seminary electives—18**

Choose at least one course from each cluster.

Cluster #1

CHMN527, 630, 638, 655, 727

Cluster #2

CHMN606, 612, 615, 735, MSSN606, 635

Cluster #3

CHMN529, 545, 658, THST615

Cluster #4

CHMN525, 535, 585, THST675

Cluster #5

CHMN570, 624, COMM460, 475

**MSA with Engineering Management Emphasis**

The MSA degree in engineering management is for students who already have a background in engineering or technology and who wish to assume management roles in engineering, manufacturing, or other industrial operations. The program, offered jointly by the School of Business and the College of Technology, blends course work in business management with course work in industrial engineering and engineering management.

Students who have not taken the following prerequisite courses must take the course(s) they lack in addition to the 33 graduate credits required for the MSA degree.

**Prerequisites**

BSAD355, 475; CPTR125 or 151, ECON226, MATH141 or 165 or 182; MKTG310; STAT340

**MSA Degree Program—33**

**Core Requirements—9**

BSAD515, ECON530, MKTG680

**School of Business electives—6**

Select two of the following:

ACCT635, BSAD545, 620, 670, FNCE680, INFS428

**College of Technology**

**Core Requirements—9**

ENGM565, INDT440, 460

**Select three of the following--9**

CPTR460, ENGM520, 555, 570, 690; INDT450; TCED456