

# MANAGEMENT, MARKETING AND INFORMATION SYSTEMS

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## Faculty

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Betty Gibson  
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William Greenley  
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Ben Maguad  
Lauren Strach  
Lois Swaine  
Charles Tidwell  
David Vlosak  
Jacquelyn Warwick

Academic Programs	Credits
BBA: Management	72
BBA: Marketing	72
BBA: Information Systems	72
Minor in Management	21
Minor in Marketing	21
Minor in Information Systems	21
Graduate Programs are listed on p. 238.	

## 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 worldwide 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.

## BBA: Management

### General Option

#### Required courses for major—15

BSAD345, 384, 410, 436, 467

### Elective major courses

#### Major Group A electives—3-12

BSAD courses not previously applied

#### Major Group B electives—0-9

Electives may be selected from ACCT, ECON, FNCE, INFS or MKTG courses

### BBA core—39

### BBA cognates—6

### General Education requirements—45

### General electives—7

(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. Also available are double degrees (BA/BBA) in International Business and Language and in Music (see p. 227).

## Minor in Management

### Required courses—15

BSAD345, 355, 384, 410; MKTG310

### Minor electives—6

Choose two courses from any courses in the School of Business

### Total credits for the minor—21

## 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.

## BBA: Marketing

### Required courses in major—12

MKTG320, 368, 440, 456

### Elective major courses

#### Major Group A electives—12

Choose four courses from the following: MKTG375, 435, 444, 450, 465; BSAD410, 487

#### Major Group B elective—3

One appropriate upper division elective approved by advisor.

### BBA core—39

### BBA cognates—6

### General Education requirements—45

### General electives—7

(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 three courses from the following: MKTG375, 435, 440, 444, 450, 465; BSAD410

### Total credits for the minor—21

## 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.

### BBA: Information Systems

#### Required major courses—24-27

INFS226, 235, 310, 318, 428, 437, 447, CPTR125 (“C” language, if needed), 151

#### Elective major courses—3

INFS457 or 467

#### BBA core—39

#### BBA cognates—6

#### General Education requirements—45

#### General electives—4-7

(Must be taken outside the School of Business)

**Total credits for BBA degree—124**

### Minor in Information Systems

#### Required courses—21

CPTR125, 151, INFS215, 226, 235, 310, 318.

CPTR125 may be waived in lieu of previous programming course. If there is a waiver, either INFS428 or INFS457 may be used as substitute.

**Total credits for the minor—21**

## Courses

(Credits)

See inside front cover for symbol code.

## BUSINESS ADMINISTRATION

### BSAD104 (2-3)

#### *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 (3)

#### *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*

### BSAD335 (3)

#### *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)

#### *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)

#### *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.

### BSAD384 (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*

- BSAD397** (1-3)  
*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.
- BSAD410** (3)  
*Entrepreneurship*  
A systematic study of entrepreneurship, with an emphasis on contemporary trends. The creation, assessment, development, and operation of new and emerging ventures, including home-based businesses, franchises, and existing business purchases. Addresses entrepreneurial profiles and elements required to write a business plan. Prerequisites: BSAD355 and MKTG310. *Spring*
- BSAD436** (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*
- BSAD438** (variable)  
*Workshop*
- BSAD450** (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*
- BSAD466** (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.
- BSAD467** (3)  
*International Management*  
Among the subjects considered are the decision process in making investments abroad, relationships with host governments, and organizational and operating problems of the multinational corporation including setting strategic goals, personnel management, planning, communication, and control. Assumes a background in management and in the international environment of business. *Fall*
- 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.
- BSAD487** (2-3)  
*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 75 hours of work experience is required. Full arrangements for a structured program must be made in advance. Graded S/U.
- 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.
- 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.
- 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.
- 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)  
*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.
- BSAD515** (3)  
*Organizational Behavior*  
Application of behavioral sciences to management. The examination of contemporary theories and principles of human behavior. Topics include perception, personality, attitudes, motivation, leadership, decision making, communication, group processes, diversity, organizational change, self-awareness, and stress management. A research paper and case analyses are required. Prerequisite: BSAD355.
- BSAD530** (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 and a library research project are required. Prerequisite: BSAD355.
- BSAD531** (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 of health care. A research paper is required.

- BSAD532** (3)  
*Health-Care Policy and Management*  
Surveys current problems, policies, and management issues in health-care reform. Prerequisite: BSAD531.
- BSAD535** (3)  
*Health-Care Institutional Management*  
A study of health-care institutions, with special emphasis on the management of a community hospital. Prerequisites: BSAD531; BSAD355 or 515.
- 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.
- 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.
- BSAD560** (3)  
*Intercultural Business Relations*  
Study of 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. A research paper and a project are required.
- BSAD620** (3)  
*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)  
*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 wordprocessing, spreadsheet, database, and the creation of web pages. Prerequisites: familiarity with wordprocessing, keyboarding skills 20 wpm, and math placement exam score of M1 or better.  
*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, Spring*

- 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. Prerequisite: CPTR125; Prerequisite with concurrency allowed: 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. Prerequisites: 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*
- INFS397** (1-3)  
*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.
- 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: INFS 235, 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** (3)  
*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. Prerequisites: MKTG310, 320, 368 and 456.
- MKTG444** (3)  
*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 non-profit sector. Prerequisite: MKTG310. *Fall*
- MKTG450** (3)  
*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. Prerequisite with concurrency allowed: MKTG310.

**MKTG456 (3)****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 (3)****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 (2)****Survey of Marketing**

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

**MKTG540 (3)****Marketing for Non-Profit Organizations**

The study of marketing concepts and tools for not-for-profit institutions. Topics include marketing research, conducting a marketing audit, communication strategy, publicity, development and philanthropy. A field project and case analyses are required. Prerequisite: MKTG310.

**MKTG680 (3)****Marketing Strategy**

Survey of the strategic marketing process of analyzing research and market opportunities, selecting target markets, designing marketing strategies and evaluation marketing programs. Emphasis on how marketing managers anticipate and react to a changing environment. Case analyses and a business research paper are required. Prerequisite: MKTG310. *Spring*

**Master of Business Administration (MBA)****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.

**MBA PROGRAM**

Students who enter the program without prior course work in business must take a two-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 6 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; FNCE317; 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.

## Graduate Programs

**Faculty***Accounting, Economics, and Finance*Leonard K. Gashugi, *Chair*

Samuel Chuah

Ann M. Gibson

Mary Ann Hofmann

Malcolm B. Russell

*Management, Marketing, and Information Systems*Robert C. Schwab, *Chair*

José R. Goris

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Lauren Strach

Charles Tidwell

Jacquelyn Warwick