

## **ASSOCIATE OF BUSINESS ADMINISTRATION**

### **General Business**

The Department of Business Administration strives to assist business majors in becoming autonomous, competent, responsible, and interdependent individuals able to utilize Biblically-based business skills, intellect, wisdom and integrity to meet changing market place demands for the new millennium. Through the Online Learning program, a student may pursue a business degree with the following concentrations: Accounting, Computer Information Systems, Finance, Management, and Marketing. The concentrations in Accounting and Marketing are not always available in the residential program, however all Business Administration courses are available through Online Learning.

### **PURPOSE**

It is the purpose of the Department of Business Administration to prepare students for leadership roles in Christian ministries, as well as public and private business worldwide by integrating Biblical principles with academic content. The degree also prepares the student for graduate studies in business.

### **PROGRAM OBJECTIVES**

1. The student will identify an array of modern business techniques, including the application of currently accepted business principles and analytical reasoning within a technically changing global environment.
2. The student will demonstrate the ability to apply managerial skills by successfully completing the appropriate Capstone course.
3. The student will demonstrate competency in applying academic knowledge to business practice through participation in the activities designed to focus attention on national and international business.

### **GENERAL CORE CURRICULUM**

ACAD-1013 Success Orientation for Online Students

CHMN-1033 Personal Evangelism III

CISS-1003 Computer Fundamentals

ENGL-1013 English Composition I

ENGL-1023 English Composition II

BIBL-1113 Old Testament Survey

BIBL-1413 New Testament Survey

THEO-2113 Bible Doctrines I

THEO-2123 Bible Doctrines II

\*MATH- Mathematics Requirements

\*To complete the General Core mathematics requirement, students may be required to enroll in preparatory mathematics courses each semester until MATH-1013 Mathematics for Application or a higher-level mathematics course is completed.

### **DEPARTMENTAL REQUIREMENTS**

BUSI-1003 Future of Business

CISS-1013 Intro to Business Info. Systems  
BUSI-2603 Principles of Marketing  
BUSI-2703 Principles of Management  
BUSI-2503 Survey of Corporate Finance

**Electives**

Electives 14-15 hours

**DEGREE TOTAL..... 60 HOURS**

**Course Descriptions:**

**ACAD 1013 Success Orientation for Online Students** 1 credit hour (Fall and Spring) This course is designed to help students in their academic adjustment from high school to college. The student will be introduced to essential academic skills such as goal-setting, study organization, time management, textbook mastery, listening, memory, note-taking, motivation for study, test-taking, study strategies in other classes and orientation to University services. All incoming first-time freshmen, any transfer student with less than thirty hours of transfer credits and any student admitted on provisional acceptance or academic probation must enroll in this program for one semester.

**CHMN 1033 Christian Life and Evangelism** 3 credit hours (Fall and Spring)  
An in-depth study of how to lead people to Christ. This course is designed to introduce the student to principles of Christian living and evangelism. Special attention will be given to the theology of all aspects of evangelism, including the follow-up. Various methods of approach and presentation will be considered. Memorizing scripture and communicating the gospel will be emphasized.

**CISS 1003 Computer Fundamentals** 3 credit hours (Fall and Spring) Introduction to basic computer terminology and basic computer skills using word processing, spreadsheet, email and presentation software. A perspective of computer applications is also provided. \$25.00 fee required.

**ENGL 1013 English Composition I** 3 credit hours (Fall and spring)  
(Prerequisite: ENGL-0103 or a score of 19 or higher on the ACT English section) Introduction to the principles of effective composition and the application to writing paragraphs and essays on topics related to personal experiences. Grammar and mechanics are taught in relation to writing.

**ENGL 1023 English Composition II** 3 credit hours (Fall and Spring)  
(PREREQUISITE TO ALL LITERATURE COURSES) (Prerequisite: ENGL-1013)  
English Composition II is a more complex study of rhetorical principles developing the critical essay and formal research paper. Students learn how to read and write critically in response to literary genres (film, poetry, prose, and drama). In addition, students study and apply methods of research to demonstrate skills in developing a thesis and supporting comprehension in reading, expression, and documentation.

**BIBL 1113 Old Testament Survey** 3 credit hours (Fall only)

(PREREQUISITE TO ALL OTHER OLD TESTAMENT COURSES)

A brief introduction to the Bible as a whole, an overview of the entire Old Testament and a survey of the authorship, date and occasion of writing, theme, purpose and contents of each Old Testament book. Special attention is given to the first chapters of Genesis and the national history of Israel. Significant features of each book are pointed out and timeless, universal truths in each book are emphasized. \$30.00 fee required.

**BIBL 1413 New Testament Survey** 3 credit hours (Spring only)

(PREREQUISITE TO ALL OTHER NEW TESTAMENT COURSES) (Prerequisite to all other New

Testament courses) A survey of the political, social, moral and religious background of the New Testament including a study of the authorship, date and occasion of 116 writing, theme, purpose and contents of each New Testament book. Special emphasis is given to certain books such as the Gospel of Matthew and the Acts of the Apostles. Special emphasis is given to the significance of the crucifixion and resurrection of the Lord Jesus Christ. Significant features of each book are pointed out and timeless, universal truths in each book are emphasized. \$25.00 fee required.

**THEO 3113 Bible Doctrines I** 3 credit hours (Fall only)

(Prerequisite: BIBL-1113, 1413) A study of the Biblical doctrines of the Scriptures, God (including the Trinity and God the Father), the Lord Jesus Christ, and the Holy Spirit. \$25.00 fee required.

**THEO 3123 Bible Doctrines II** 3 credit hours (Spring only)

(Prerequisite: BIBL-1113, 1114) A study of the Biblical doctrines of angels (including Satan and fallen angels), mankind, sin, salvation, the church, and last things (future things). \$20.00 fee required.

**BUSI 1003 The Future of Business** 3 credit hours (Fall Every Year)

An introduction to modern business practice, this course examines the role of the free enterprise system in society and economy. The course briefly analyzes the various functions of business such as marketing, management, accounting, production, operations, finance, economics, and economic trends, and discusses these programs in terms of study and career opportunities. In addition to providing an overview of the current status of business, the course emphasizes the trends dominating the modern workplace, how such trends might shift in the near future, and how such shifts must be addressed in successful corporations.

**CISS 1013 Introduction to Business Information Systems** 3 credit hours (Spring Every

Year) This survey course introduces computer hardware, software, systems, and procedures, and shows their integration and application in the field of business. Individual course concepts include electronic spreadsheets, word processing, problem solving, programming, and the applications of effective database management.

**BUSI 2603 Principles of Marketing** 3 credit hours (Fall Every Year) (Prerequisite: BUSI-1003)

An introduction to marketing, this survey course studies marketing from a management viewpoint, as a system for the satisfaction of human wants and a catalyst for business activity. The course discusses the impact of marketing on society as a whole, while simultaneously dealing with the effects that a marketing strategy has upon all levels from producer to consumer. Also emphasized are the core principles of marketing industry, such as product, distribution, promotional materials, pricing

decisions, and supply lines. Quantitative methods are also addressed.

**BUSI 2703 Principles of Management** 3 credit hours (Spring Every Year) (Prerequisite: BUSI-1003) This course is an introduction to the range of theories and practices essential to a basic understanding of management and leadership. The course addresses contemporary management challenges arising from changing organizational structures, complex environmental conditions, new technological developments, and diverse workforces. It highlights the critical issues involved in planning, organizing, and controlling an organization, and ultimately attempts to improve students' understanding of the elements of an effective business leader. Coursework will be directed towards developing communication and interpersonal skills through the use of group projects, class discussions, and reading materials.

**BUSI 2503 Survey of Corporate Finance** 3 credit hours (Spring Every Year) (Prerequisite: BUS-1003 CISS-1003 MATH-1013 or higher) An overview of the financial decision-making process, with focus being placed on generating and maintaining wealth and the time value of money. The course largely serves as an introduction to the key areas of financial study including financial markets, investment banking, valuation of stocks and bonds, and financial decision-making skills. Students completing the course should have a good understanding of the role that financial statements and portfolios play in corporate management. Specific topics include banks, insurance companies, generating financial statements, trusts, pension funds, mutual funds and stock selection.