

BACHELOR OF BUSINESS ADMINISTRATION

Marketing

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.

FOUNDATIONAL STUDIES (19 hours)

(Must be completed within the first 45 hours of the program) (Transfer students must complete within their first two semesters)

ACAD-1013 Success Orientation for Online Students

CHMN-1033 Personal Life and Evangelism

CISS-1003 Computer Fundamentals

ENGL-1013 English Composition I

ENGL-1023 English Composition II

COMM-1003 Speech Communication

*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.

GENERAL CORE CURRICULUM (38 hours)

Bible/Theology/Philosophy

BIBL-1113 Old Testament Survey

BIBL-1413 New Testament Survey

BIBL-2713 Bible Study Methods
PHIL-2013 Biblical World View
THEO-2113 Bible Doctrines I
THEO-2123 Bible Doctrines II

History

HIST-1043 Survey of Western Civilization I
OR
HIST-1045 Survey of Western Civilization II

Humanities/Literature Selection

INTD-3013 Humanities
AND
Literature Selection (one of the following)

British Literature I (ENGL-2013) OR II (ENGL02113); American Literature I (ENGL-2203) OR II (ENGL-2213); World Literature I (ENGL-2303) OR II (ENGL-2313)

Physical Education (1 hour)

This course is a one hour activity requirement.

Laboratory Science Selection (4 hours)

Social Studies Selection (6 hours)

DEPARTMENTAL REQUIREMENTS (48 hours)

BUSINESS REQUIREMENTS (27 hours)

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
ENGL-3013 Business and Technical Writing
STAT-2303 Intro to Statistics
BUSI-3003 Business Law
BUSI-3203 International Business

Concentration requirement (21 hours)

BUSI-3613 Marketing Research
BUSI-3663 Consumer Behavior
BUSI-3603 Advertising
BUSI-3653 Professional Selling
OR
BUSI-3643 Principles of Retailing
BUSI-4273 Multinational Marketing
BUSI-4863 Marketing Strategy
BUSI-4633 Internet Marketing

ELECTIVES

General Electives (15 hours)

DEGREE TOTAL..... 120 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.

COMM 1003 Speech Communication 3 credit hours (Fall and Spring)
The principles and attitudes that are necessary for good communication in the Christian life. Through lectures, exercises and graded experiences, the student is exposed to several of the most common communication situations.

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.

HIST 1043 Survey of Western Civilization I 3 credit hours (Fall Only)
A survey of Western Civilization to 1789. The study will begin with the influence of the Ancient Near East and extend to the spreading Western intellectual tradition and the significance of its ideas within a political, historical chronology to 1789.

HIST 1053 Survey of Western Civilization II 3 credit hours (Spring Only)
A survey of Western Civilization from 1600 to the present. The study surveys Western intellectual traditions and the significance of their ideas within a political, historical chronology into the modern era.

INTD 3013 Humanities 3 credit hours (Fall and Spring) (Prerequisite: HIST-1043 or HIST-1053)
The study of the major characteristics of Western Culture and the evidence of those characteristics in architecture, music, sculpture, literature, painting, and philosophy. Students will experience the professional arts by attending the theater, museum, and concert hall as opportunities arise and as the instructor directs.

ENGL 2103 British Literature I (Medieval to Renaissance) 3 credit hours (Prerequisite: ENGL-1023)
The reading of literature from Britain (England and its colonies) from its beginnings through the seventeenth century. The course treats major authors and works in the social and historical context of their times and seeks to relate pertinent values, ideas, and world views expressed therein to theistic and biblical truth.

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.

ENGL 3013 Business and Technical Writing 3 credit hours (Prerequisite: ENGL-1023) This survey course provides an introduction to the skills necessary for fluent communication in the corporate sphere. The course highlights the emergence and growth of wireless communication technologies and internet tools, and discusses their integration into modern business practice. The role and creation of formal presentations is also addressed. Specific topics may include public speaking, visual media, public relations, interpersonal communications, internet communication, and organizational communications as they apply to corporate networks.

STAT 2303 Introduction to Statistics 3 credit hours (Fall Only)

An introduction to the use of statistical methods in the analysis of practical applications in business, education, psychology, and the social sciences. Topics covered include descriptive statistics (frequency distributions, central tendency measures, variability, normal curve transformations, and probability) and inferential statistics (parameter estimates, hypothesis testing, research methodology, the t-test for difference, correlation, analysis of variance, chi-square).

BUSI 3003 Business Law 3 credit hours (Fall Odd Years) (Prerequisite: BUSI-1003) An overview of the legal environment in which businesses operate, this course addresses private law as it impacts personal and business relationships, and public law as it effects the relationships between businesses and society. The course will discuss the theoretical underpinnings of the legal structure and practice through case law analysis. Although emphasis will be placed upon the legal responsibilities of corporations as juristic persons, civil law will be discussed as it applies to all individuals in society. Specific course concepts include civil law and tort claims, liability, juristic entities, general lawsuit procedures, the law of contracts, and white-collar crime.

BUSI 3203 International Business 3 credit hours (Fall Even Years) (Prerequisite: BUSI-1003) This course is designed to introduce the student to the global business environment, and serves as an introduction to how international markets affect the key areas of business operation (such as marketing, management, finance, and economics.) Taught from the perspective of multinational management, the course provides an awareness of the peculiarities inherent in the foreign environment which affect corporate strategies, and demonstrates how multinational companies must adapt their policies to meet cultural, political, and economic diversities when operating overseas.

BUSI 3663 Consumer Behavior 3 credit hours (Spring Even Years) (Prerequisites: BUSI-2603) An analysis of consumer behavior and its impact on marketing strategy in contemporary affairs, this course examines individual and environmental influences on consumer decision-making. The course discusses relevant psychological and sociological theories and demonstrates how they can be used to predict consumers' reactions to strategic marketing decisions. Quantitative methods will be also introduced as they apply to tracking, measurement, and prediction of future trends in consumer activity. Emphasis will be placed upon the implications for developing, executing, and assessing marketing strategy based on consumer trends. How to respond to crises caused by unanticipated shifts in consumer behaviors is also addressed.

BUSI 3603 Advertising 3 credit hours (Spring Even Years) (Prerequisite: BUSI-2603) An overview of advertising, this course provides students with a comprehensive background and the tools to understand and utilize the advertising process. The course gives a brief discussion of the history of advertisement, its impact on modern society, and ethical and legal issues surrounding advertising strategy. The course describes in detail the stages in developing an advertising plan, such as determination of objectives, budgeting, media planning, copywriting, art direction, and copy production. Students completing the course should acquire a good understanding of the processes involved in managing and implementing an ad campaign.

BUSI 3653 Professional Selling 3 credit hours (Spring Odd Years) (Residential Only) (Prerequisites: BUSI-2603) This course is designed to prepare students for a career in professional

selling; the course is divided into two segments. In the first segment, students will be introduced to the basic skills necessary for sales professionals to establish long-term, trust-based relationship with their customers. Specific topics include dynamic selling environments, ethical and legal issues, communicating with diverse customers, listening skills, questioning skills, negotiations, prospecting, qualifying prospects, and the process of making a sale. In the second segment, the role and function of sales force management is addressed. Specific topics pertaining to sales force management include selection, training, compensation, motivation, and evaluation of sales personnel.

BUSI 3643 Principles of Retailing 3 credit hours (Spring Odd Years) (DE only) (Prerequisite: BUSI-2603) Retailing provides the setting for the exchange process in many traditional marketing transactions. This course addresses the skills essential to successful management of retailing establishments. Differing perspectives towards retailing (such as structurally-oriented or demand-oriented) will also be discussed, in addition to a macro-level viewpoint of the retailing industry. Specific topics addressed include operational problems, retail store organization, location analysis, buying, selling, sales promotion, and merchandise handling.

BUSI 4273 Multinational Marketing 3 credit hours (Prerequisite: BUSI-2603; BUSI-3203) An introduction to international marketing, this course provides an overview of marketing strategies used by multinational firms. The emerging trends of globalization and economic union will be discussed in terms of their impact on modern international markets. Legal and ethical backgrounds will also be presented as they apply to overseas corporate strategies. Course concepts include globalization, distribution, promotion, pricing, ethical concerns, intellectual property, non-tariff barriers, and cultural barriers in international marketing.

BUSI 4863 Marketing Strategy 3 credit hours (Spring As Needed) (Prerequisites: Senior standing required; Department Chair Approval) The capstone course for marketing majors, this course takes an integrative approach to marketing policy and strategy. Students engage directly in case analysis and interpretation of real market data to solve problems. Students will build upon knowledge gained in previous courses to integrate the functions of marketing toward forming strategy decisions and creating a marketing plan. The marketing plan will be integrated into all aspects of the course, and developing it will serve as the final project for the degree program. Marketing students should take this course during the semester prior to graduation.

BUSI 4633 Internet Marketing 3 credit hours (Spring Odd Years) (Prerequisites: CISS-1003; BUSI-2603) Outlines the issues involved in setting up an e-commerce site. Students will apply computer science skills to the conduct of e-commerce with review of the legal, security, commercial, economic, marketing and infrastructure issues involved.