

# Division of Business

**Division Chairs/Program Directors: James B. Larriviere, Ph.D.**

The Division of Business seeks to prepare students for successful leadership positions in small and large businesses in the private sector and in public and non-profit organizations. We intend to provide professional business education in an environment of respect for the importance of both Jesuit ideals and liberal arts education. We view the core curriculum and the business curriculum as complementary parts of the Spring Hill educational experience.

The Division of Business offers a Bachelor of Science (BS) degree in business administration with concentrations in the following areas: accounting, financial economics, computer information systems, international business, and management and marketing and health care management. The lower- and upper-division business requirements impart to all students a broad-based, principles-level exposure to each of the functional areas, after which each student selects one area as a concentration for more in-depth study. The faculty believes that the business sector of American society is a vital set of institutions and that, consistent with the Jesuit ideals of the College, our students should be prepared to make a positive contribution to these institutions and to society in general. Accordingly, business concentrations aim to impart knowledge in accordance with liberal arts ideals and to communicate to students appropriate principles of ethical professional and social behavior.

## REQUIREMENTS

Students in all B.S. degree programs in the Division of Business must complete a set of lower-division requirements, a set of upper-division requirements, and an area of concentration. All concentrations have the same lower- and upper-level core body of knowledge requirements. For all B.S. degree concentrations the common set of required courses is:

### Bachelor of Science in Business Administration

#### LOWER-DIVISION

<u>Course</u>	<u>Title</u>	<u>Hours</u>
ECO 101	Principles of Macroeconomics	3
ECO 102	Principles of Microeconomics	3
CIS 115	Applications in Computer Information Systems	3
ACC 201 & 202	Principles of Accounting I and II	6
BUS 263 & 264	Business Statistics and Management Science	6
MTH 140 <i>or</i> 121	Business Calculus or Calculus I	3-4
BUS 210	Business Communication	3
BUS 220	Business, Society, and Sustainability	3

#### UPPER-DIVISION

<u>Course</u>	<u>Title</u>	<u>Hours</u>
BUS 301	Business Law I	3
MGT 301	Management Principles	3
MKT 311	Marketing Principles	3
FIN 301	Financial Management	3
CIS 381 <sup>1</sup>	Information Systems	3
BUS 320 <i>or</i> ACC 402 <sup>2</sup>	International Business <i>or</i> International Accounting (3)	3
PHL 313	Business Ethics	3
BUS 499	Business Strategy and Policy (comprehensive experience)	3

<sup>1</sup>Accounting concentrations should register for this course as ACC 381.

<sup>2</sup>Accounting concentrations should register for ACC 402.

**Social Sciences:**

One non-economics social science course must be taken from a discipline among sociology, political science, or psychology.

**Mathematics:**

MTH 111 Precalculus should be taken to meet core requirements. If a sufficiently high score on the college mathematics placement examination is achieved, MTH 140 or 121 can be used to satisfy the core requirement.

**Comprehensive Experience:**

All Spring Hill College students are required to have some synthesizing experience in their major field. To fulfill this requirement, all undergraduate business students take BUS 499 Business Strategy and Policy for their comprehensive experience.

**Senior Examination:**

All business majors must satisfactorily complete a national business exam during their senior year (standard for passing to be set by the faculty). Students with unsatisfactory grades on this exam, which is part of the comprehensive experience for each student, may be required to repeat foundation classes or to undertake additional study on key topics.

**Grade Requirements:**

A grade of C- or better is required in all business courses in order to have the course counted as part of the lower-level, upper-level or concentration requirements. A student receiving a grade below C- in any of these courses must repeat the course until the required grade is achieved. This requirement also applies to business courses fulfilling college core requirements (CIS 115, ECO 101, ECO 102, MTH 140, PHL 313).

**Writing Enhanced Courses:**

Students can expect extensive writing assignments in essentially all upper-division business courses and in some lower-division business courses. Assignments will be evaluated not only on subject content but on grammar and style as well. Four courses are specifically designated as "Writing Enhanced" (designated by "W" after the course title in the course description list) in accordance with the College's Writing Across the Curriculum initiative. These courses are BUS 210, Business Communication, BUS 499, Business Strategy and Policy, FIN 321, Money and Capital Markets, and CIS 403, Operating Systems.

**Oral Communication Competency:**

All students must show competency in oral communication. A student must document such competency by making a grade of C- or better in BUS 210 Business Communication.

**ACCOUNTING (ACC)**

Spring Hill College offers an accounting concentration and a minor in accounting. The accounting concentration is designed for students interested in a solid accounting background who do not wish to become a Certified Public Accountant (CPA) or who desire to take additional courses at other institutions to fulfill educational requirements of becoming a CPA. Students pursuing the non-CPA path might consider careers in corporate accounting departments, taxation, banking, or many other areas. The program gives the student a firm background that includes mathematical and statistical analysis essential to understanding the technological developments in modern management. The specialized instruction, together with that provided by the liberal arts courses included in the program, is intended to give the student a foundation suitable for leadership positions in industry, commerce, or institutional management.

In most states, however, the accounting concentration will not give the student the proper hours to qualify for the CPA designation. Under guidelines of the American Institute of Certified Public Accountants (AICPA), most states, including Alabama, require students to complete 150 semester-hours of specific courses to pursue CPA status. Under the accounting concentration, students desiring to become CPAs will need to return to school to complete the AICPA 150 hour requirement. However, according to Alabama CPA testing guidelines, Alabama students studying accounting at accredited programs around the state, having fulfilled specific course requirements, can apply to sit for the CPA Exam with 120 semester-hours. Yet, completion of the 150 hours and satisfaction of the experience requirement must be met (in addition to passing the CPA Exam) before a CPA license can be granted.

## Accounting

<u>Course</u>	<u>Title</u>	<u>Hours</u>
ACC 301 & 302	Intermediate Accounting I and II	6
ACC 331	Management Cost Analysis	3
ACC 351	Federal Income Tax	3
ACC 401	Advanced Financial Accounting	3
ACC 481	Auditing	3

## Minor in Accounting

<u>Course</u>	<u>Title</u>	<u>Hours</u>
ECO 101	Principles of Macroeconomics	3
ACC 201 & 202	Principles of Accounting I and II	6
BUS 263	Business Statistics	3
ACC 301 & 302	Intermediate Accounting I and II	6
ACC 331	Management Cost Analysis	3
ACC 351	Federal Income Tax	3

### LOWER-DIVISION COURSES

**ACC 201. Principles of Accounting I (3)** A study of accounting principles and concepts related to the preparation of financial statements and communication of economic information to management and other interested parties.

**ACC 202. Principles of Accounting II (3)** A continuation of the study of financial accounting emphasizing corporate accounting. Payroll accounting, cash flow management, and financial statement analysis will be covered for all forms of the business organization. In addition, management accounting and management's use of accounting data will be studied. Prerequisite ACC 201.

### UPPER-DIVISION COURSES

**ACC 301. Intermediate Accounting I (3)** Financial accounting and reporting related to the development of accounting standards; financial statements; cash; receivables; inventory; property, plant and equipment; and intangibles. Prerequisite: ACC 202.

**ACC 302. Intermediate Accounting II (3)** Financial accounting and reporting related to liabilities, investments, revenue recognition, stockholders' equity, income taxes, dilutive securities, cash flows, and pensions and leases. Prerequisite: Grade of C- or better in ACC 301.

**ACC 331. Management Cost Analysis (3)** A study of process costs, standard costs, distribution costs, and budgeting. Emphasis is on managerial uses of accounting information for decision-making, planning, and control. Prerequisite: ACC 202.

**ACC 351. Federal Income Tax (3)** A study of federal income tax law, with emphasis on individual income tax problems. Prerequisite: ACC 202.

**ACC 381. Information Systems (3)** An intensive study of the effective application of computers to the solution of business, accounting, finance, and economic problems. Basic systems analysis concepts and techniques used in data processing are covered. Prerequisites: CIS 115 and ACC 202.

**ACC 401. Advanced Financial Accounting (3)** Advanced topics in financial accounting including partnerships, business combinations (basic), fund accounting (basic), bankruptcy, not-for-profit accounting, estates/trusts, troubled debt restructurings, SEC accounting, and financial instruments. Prerequisite: ACC 302.

**ACC 402. International Accounting (3)(D)** A study of the international accounting environment including business combinations, foreign currency transactions, branch accounting, financial instruments, segment reporting, translation of foreign financial statements, futures contracts, and derivative assets. Prerequisite: ACC 401.

**ACC 481. Auditing (3)** The theory and practice of auditing and supplemental readings; comprehensive treatment of internal control and the ethics of auditing. Prerequisite: ACC 302.

**ACC 490. Independent Study (1 to 6 credits, to be arranged)** Special work not covered in required courses; accounting for specific industries, controllership problems, and others selected by the students with approval of the staff. Periodic conferences, bibliography report, and final examination required. Prerequisite: permission of instruc-

tor.

## GRADUATE COURSES

**(Prerequisite: admission into the graduate program)**

**ACC 530. Accounting for Management Control (3)** This course is intended to provide a comprehensive overview of how accounting systems—particularly cost accounting systems—allow the manager to exercise control over the operation of the business firm. Prerequisite: ACC 201 and ACC 202.

## BUSINESS ADMINISTRATION (BUS)

The following courses are offered as components of the upper- and lower-level business requirements and/or as service courses to non-business majors.

### LOWER-DIVISION COURSES

**BUS 210. Business Communication (3) (W)** This course will develop and enhance written and oral communication skills, with particular attention to the skills required for successful communication in the business firm. The course is designed to assist students in developing their skills in interpersonal communication, public speaking, and effective business writing. (Bibliographic instruction course. Writing enhanced course.) Prerequisites: ENG 123 and at least one sophomore-level English course.

**BUS 220. Business, Society, and Sustainability (3)** An introduction to the role of business in society highlighting the importance of Ignatian business and leadership principles and global business citizenship. Students will also study the traditional business disciplines of accounting, finance, economics, information technology, marketing, management, and business ethics and strategy. Moreover, this course will have a service-learning component.

**BUS 263. Business Statistics (3)** An analysis of organizing and summarizing data, probability concepts, probability distributions, statistical inference (estimation and hypothesis testing), Chi-square analysis, regression, and non-parametric analysis. Prerequisite: MTH 140 and CIS 115.

**BUS 264. Management Science (3)** An introduction to a broad range of topics in the field of management science including: decision theory, linear programming, non-linear and dynamic programming, transportation and assignment models, network models (PERT-CPM), Markov chains, game theory, inventory models, queuing theory, and simulation models. Prerequisite: BUS 263.

### UPPER-DIVISION COURSES

**BUS 301. Business Law I (3)** This course will give an introduction into many areas of the law, including contracts, torts, criminal law, civil procedure, corporate law, property, the court system, and all areas of employment law. Practical application of such law will be heavily emphasized.

**BUS 302. Business Law II (3)** This course will cover many advanced areas of the law, including domestic and international sales and lease contracts, negotiable instruments, creditors' rights, secured transactions, bankruptcy, agency, business organizations, and labor and employment relations. Prerequisite: BUS 301.

**BUS 320. International Business (3) (D)** An overview of business in an international environment, incorporating economic, management, marketing, and financial implications of international transactions. Topics include exchange rates, trade policy, international institutions, global theory, and cultural aspects of business.

**BUS 363. Essentials of Business Analytics (3)** This course provides coverage over the full range of business analytics—descriptive, predictive and prescriptive.

**BUS 376. Intercultural Communication (3) (D)** Develops an understanding of the communication process in the context of cultural plurality. Students explore how meaning is formed within cultural frameworks and examine contemporary social phenomena, such as diversity, multiculturalism, transnational media, and worldwide popular culture. Cross-listed as CMM 376.

**BUS 395. Pre-Professional Development (1)** Introduction to professions within business. ‡ Course includes internship preparation, resume development, networking fundamentals and featured presentations from business professionals. Permission of instructor. Recommended to complete this course prior to enrolling in BUS 496. Fee: \$10.00.

**BUS 490. Independent Study in Business Administration (credit to be assigned).** Readings, research, and reports in various fields of business administration. Prerequisite: Permission of instructor.

**BUS 496. Business Internship (1-3)** An internship experience under the supervision of the Division of Business Internship Coordinator and an experienced business professional. Provides students meaningful business experi-

ence, opportunity to build resume and benefitting the professionals to whom they are assigned. Variable credit (up to 3 hours per semester); may be repeated for up to six (6) credit hours. Fee: \$10.00.

**BUS 499. Business Strategy and Policy (3) (W)** A capstone course in top management strategy and policy formulation. Actual cases are used as a basis for discussions and preparation of reports which call for executive decision-making. The course builds upon and integrates the core subjects in the business curriculum, including the topic of sustainability. This is the comprehensive experience for all business majors and must be taken in the senior year of study. (Writing enhanced course.)

## COMPUTER INFORMATION SYSTEMS (CIS)

The objective of the concentration in computer information systems is to equip students with the skills and knowledge needed to allow them to work in organizations that have diverse information processing needs or to found businesses of their own, utilizing the knowledge gained in the concentration and in the overall Business curriculum. In addition to completing the common core of business classes, students choosing CIS will study e-commerce, systems analysis and design, database tools and concepts, networking, and other key information processing areas. The senior integrating course in CIS is CIS 484 Systems Analysis and Design. The course requires the student to synthesize the concepts and knowledge gained in all the courses in the concentration and, utilizing this knowledge, participate in a substantial group project. The CIS concentration is particularly designed to prepare students for careers in computer and management information departments of firms and other organizations and for additional graduate study in information systems or business. In conjunction with the entire Business curriculum, students are also trained in the fundamentals of new business creation.

### Computer Information Systems

Course	Title	Hours
CIS 115	Applications in Computer Information Systems (part of Business Division Core)	3
CIS 221	Introduction to Object-Oriented Programming	3
CIS 322	Advanced Object-Oriented Programming	3
CIS 381	Information Systems (part of Business Division Core)	3
CIS 403	Operating Systems	3
CIS 484	Systems Analysis and Design	3
<i>and any 2 of the courses below:</i>		6
CIS 371	Web Site Development (3)	
CIS 382	Database Management Systems (3)	
CIS 470	e-Commerce (3)	
CIS 486	Digital Communications and Networks (3)	
CIS 495	Special Topics in Computer Information Systems (3)	

### Minor in Computer Information Systems

Course	Title	Hours
CIS 115	Applications in Computer Information Systems	3
CIS 221	Introduction to Object-Oriented Programming	3
MGT 301	Management Principles	3
CIS 381	Information Systems	3
CIS 484	Systems Analysis and Design	3
<i>and any two of the following courses:</i>		6
CIS 322	Advanced Object-Oriented Programming (3)	
CIS 371	Web Site Development (3)	
CIS 382	Database Management Systems (3)	
CIS 403	Operating Systems (3)	
CIS 470	e-Commerce (3)	

CIS 486	Digital Communications and Networks (3)
CIS 495	Special Topics in Computer Information Systems (3)

### **Minor in Computer Information Systems for Non-Business Majors**

Course	Title	Hours
CIS 221	Introduction to Object-Oriented Programming	3
CIS 322	Advanced Object-Oriented Programming	3
CIS 403	Operating Systems	3
CIS 484	Systems Analysis and Design	3
<i>and any two of the following courses:</i>		6
CIS 371	Web Site Development (3)	
CIS 381	Information Systems (3)	
CIS 486	Digital Communications and Networks (3)	
CIS 495	Special Topics in Computer Information Systems (3)	

#### **LOWER-DIVISION COURSES**

**CIS 115. Applications in Computer Information Systems (3)** An introduction to the Windows-based applications used for solving business and non-business problems. Emphasis is placed on spreadsheets using Excel, word processing using Word, presentation design using PowerPoint, and database design using Access. Substantial Windows lab work will be required. Ethical issues in computer applications are addressed.

**CIS 221. Introduction to Object-Oriented Programming (3)** An introduction to the design and implementation of algorithmic solutions to problems using an object-oriented programming language such as JAVA. Problem solving methods include: modularity, reliability, testing strategies, documentation standards, encapsulation, and abstraction. Prerequisite: MTH 111 or equivalent.

#### **UPPER-DIVISION COURSES**

**CIS 322. Advanced Object-Oriented Programming (3)** The course introduces the student to programming and complex data structures in an object-oriented paradigm. Topics include event-driven programming, advanced data structures, and problem-solving techniques using an object-oriented approach in a language such as JAVA or C++. Prerequisites: MTH 111 or equivalent and CIS 221.

**CIS 371. Website Development (3)** A course designed to introduce the student to website development incorporating data technology. Technologies used to create dynamic data-driven web pages will include Dreamweaver, PHP, MySQL, XHTML, and CSS. In addition, the student will learn to interact with and manage a website on a remote server. Substantial lab work will be expected. Cross-listed as ART 371.

**CIS 381. Information Systems (3)** An intensive study of the effective application of database design, development and management functions in businesses. Database projects in Access database software and investigation of e-commerce techniques will be covered. Ethical and policy issues related to database development and e-commerce (data mining, data retrieval, World Wide Web, privacy issues, etc.) will be discussed. Prerequisites: CIS 115 and junior standing.

**CIS 382. Database Management Systems (3)** Structure, management, and design of databases including hierarchical, network, and relational database models. Students will utilize Microsoft Access to develop a complex and complete database application. Prerequisite: CIS 381 or consent of the instructor.

**CIS 403. Operating Systems (3) (W)** An introduction to computer architecture concepts and an in-depth study of the fundamentals of operating systems. Topics include memory management, CPU scheduling, concurrency, and security issues. Students will be required to demonstrate mastery of operating systems concepts by researching and presenting how the topics studied are implemented in a specific operating system. Prerequisite: CIS 221.

**CIS 470. e-Commerce (3)** The course covers the business and technological aspects of business-to-business and business-to-consumer commerce on the Internet. The student will design, construct, and present a web business using one of several web page design packages available. Prerequisites: CIS 115 and CIS 381. MKT 311 highly recommended.

**CIS 484. Systems Analysis and Design (3)** Designated as the senior integrating course within the CIS concentra-

tion. Students will be expected to have completed most of their CIS requirements prior to taking this course. The course will involve a study of the methods of analysis, design, and implementation of computer-based information systems. Design of files, user interface, database operation, and the organizational structure of a system will be emphasized. A major project involving all the primary components of CIS will be a significant portion of the course. Prerequisites: CIS 381 and senior standing.

**CIS 486. Digital Communications and Networks (3)** Design of communication systems and components, including modems, multiplexers, switching and routing equipment, transmission protocols, and network topologies. Students will consider different networking technologies from the vantage point of business policy and technical implications. Prerequisite: CIS 381.

**CIS 495. Special Topics in Computer Information Systems (3)** A course designed to address topics of special interest to CIS students. Possible areas include neural networks, Oracle database programming, and modeling and simulation. Permission of discipline director.

## FINANCIAL ECONOMICS (FIN AND ECO)

Spring Hill College offers a concentration in financial economics and a minor in finance. The financial economics concentration is designed for students considering a career in financial services, such as banking, investment, insurance, and advisory services. The program gives the student a solid background in economic foundations and its relation to the financial environment of business. Specific knowledge is taught in optimal decision making, managerial economics and finance, with emphasis on the statistical and financial analysis necessary to understand the continuously changing field of finance.

Financial accounting plays a significant role in many career paths in the financial services industry. Students in the financial economics concentration wishing to explore accounting beyond the two introductory courses are encouraged to complete a minor in accounting. The financial economics concentration coupled with a minor in accounting will help prepare students for careers in investment banking and certification exams like the CFA (Certified Financial Analyst) and the CFP (Certified Financial Planner). Students planning to attend graduate programs in finance or economics are urged to take MTH 121 Calculus I and MTH 122 Calculus II.

### Financial Economics

Course	Title	Hours
ECO 301	Managerial Economics	3
FIN 321	Money and Capital Markets	3
FIN 410	Investments	3
Choose three upper-division electives:		9
FIN 310	Financial Planning (3)	
FIN 401	Intermediate Financial Management (3)	
FIN 495	Special Topics in Financial Economics (3)	
ECO 434	International Trade and Finance (3)	
ACC 301	Intermediate Accounting I (3)	
ACC 302	Intermediate Accounting II (3)	
ACC 331	Management Cost Analysis (3)	
ACC 351	Federal Income Tax (3)	

### Minor in Finance

Course	Title	Hours
ACC 201 & 202	Principles of Accounting I and II	6
ECO 102	Principles of Microeconomics	3
BUS 263	Business Statistics	3
FIN 301	Financial Management	3
FIN 321	Money & Capital Markets	3
Choose two of the following:		6
FIN 310	Financial Planning (3)	
FIN 401	Intermediate Financial Management (3)	

FIN 410	Investments (3)
FIN 495	Special Topics in Financial Economics (3)

Students majoring in business administration with a concentration in financial economics may not receive a minor in finance.

### LOWER-DIVISION (ECO) COURSES

**ECO 101. Principles of Macroeconomics (3)** An introduction to the nature and scope of economics. Emphasis is placed upon macroeconomic aspects of the study of economics. Topics include: supply and demand analysis, inflation, unemployment, aggregate output, economic growth, and money and banking. Monetary and fiscal policy options are emphasized.

**ECO 102. Principles of Microeconomics (3)** An introduction to economics with primary emphasis on microeconomic aspects of the United States economy, such as: supply and demand, profit maximization, market structure, factor markets, public policies toward business, and some current economic problems.

**ECO 290. Honors Economics (3) (W)** An in-depth examination of a subfield of economics. The course is writing intensive. The specific subject may vary depending on interests of the individual instructor. Prerequisite: Honors standing or permission of instructor.

### UPPER-DIVISION (ECO) COURSES

**ECO 301. Managerial Economics (3)** Theory of demand and value, pricing, production, resource allocation, and general equilibrium. Prerequisites: ECO 101, 102, and BUS 263.

**ECO 434. International Trade and Finance (3)** A study of theories and issues underlying international trade and finance. Topics include sources of comparative advantage, tariff and nontariff barriers and multilateral institutions. Students will also study balance of payments, exchange rates, and the impact of government policy. Prerequisites: ECO 101 and 102, FIN 301, and BUS 320.

### UPPER-DIVISION (FIN) COURSES

**FIN 301. Financial Management (3)** Introduction to the concepts and techniques of financial management within a business organization. Topics include the financial marketplace in which business decisions are made, valuation, forecasting, capital budgeting, financing decisions, and working capital management. Prerequisites: ACC 202, BUS 263, ECO 101, and ECO 102.

**FIN 310. Financial Planning (3)** This course provides a comprehensive examination of the entire financial planning process. Specific areas covered include the budgeting process, managing money and managing credit, tax planning, insurance and risk management, personal investing and investment planning, retirement planning and estate planning.

**FIN 321. Money and Capital Markets (3) (W)** A study of the operations and roles of the major participants in the financial system and the factors influencing them. Topics include: financial institutions, central banking, monetary policy, interest rates, financial markets, financial innovation, and regulatory reform. Prerequisites: ECO 101 and 102.

**FIN 401. Intermediate Financial Management (3)** Application of analytical tools and theory to financial decision-making in the firm. Topics include expanded study of material in FIN 301 Financial Management and other special topics such as mergers and international finance. Student practice in applications is accomplished through case studies using microcomputer spreadsheet analysis and/or computer simulation programs. Prerequisites: FIN 301

**FIN 410. Investments (3)** The course will examine such investment alternatives as stocks, bonds, options, and various specialized investment alternatives. The importance of both fundamental and technical analysis will be explored. There will be a strong emphasis on evaluating appropriate risk-return trade-offs and the implications of modern portfolio theory. Prerequisite: FIN 301 or permission of instructor.

**FIN 495. Special Topics in Financial Economics (3)** A course designed to address topics of special interest to financial economics students. Possible areas include retirement planning, development issues, and history of economic thought. Prerequisite: FIN 301 and permission of instructor.

### HEALTH CARE MANAGEMENT

Spring Hill College offers a concentration in Health Care Management, and a minor in Health Care Management (HCM). The HCM concentration is designed to prepare students for various careers in the health care industry, which is one of the most significant industries in the US economy. Employment opportunities include posi-

tions with hospitals; public health programs; pharmaceutical companies; medical laboratories; nursing facilities; surgical facilities; and health education and training companies. The concentration will also prepare students to enter graduate or professional school (MBA, MPH, MHCM).

Undergraduates in the HCM concentration become better prepared to join the healthcare industry. In addition to the College core requirements required of all SHC graduates, students in HCM will complete the lower-division and upper-division core body of knowledge requirements for the BS in Business Administration, then move on to complete the 18 hour concentration in HCM. This concentration builds on business foundational courses to provide the student with a tighter focus of management in the health care setting.

### Health Care Management

Course	Title	Hours
HCM 301	Foundations of Health Care Management	3
HCM 311	Health Care Legal and Regulatory Environment	3
HCM 450	The Business of Health Care: Strategy and Management	3

Choose any 3 courses from courses below:

BUS 496	Business Internship (3)
HCM 495	Health Care Information Systems (3)
HCM 495	Long Term and Senior Care Health Practices (3)
HCM 495	Human Resource Management for Health Care Organizations (3)
HCM495	Health Care Organization and Policy (3)
HCM 495	Seminar in Professional Development for Health Care Executives (3)

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### Minor in Health Care Management

Course	Title	Hours
CIS 115	Applications in CIS	3
ECO 102	Principles of Microeconomics	3
ACC 201 & 202	Principles of Accounting I and II	6
PHL 313 or PHL 311	Business Ethics or Bioethics	3
HCM 301	Foundations of Health Care Management	3
HCM 311	Health Care Legal and Regulatory Environment	3
HCM 450	The Business of Health Care: Strategy and Management, or	3
HCM 495	Special Topics in Health Care Management	

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### UPPER DIVISION COURSES IN HEALTH CARE MANAGEMENT

**HCM 301. Foundations of Health Care Management (3)** Management concepts in context of health care organizations and the external environment; planning and goal setting; decision-making and problem solving; personnel selection; performance appraisal; risk management. Prerequisites: MGT301, or permission of instructor.

**HCM 311. Health Care Legal and Regulatory Environment (3)** This course covers principles of law and the US legal system as applied in health care organizations; documentation, privacy, security, and release of information; liability, consent, and malpractice; social and ethical issues encountered in trying

to balance the interests, needs and rights of individual citizens against those of society. Prerequisites: BUS301 (Business Law).

**HCM 450. The Business of Health Care: Strategy and Management (3)** An overview of the business of health; emphasis on evaluating the challenges facing health care organizations using competitive analysis, identify their past responses, and explore the current strategies they are using to manage these challenges (and emerging ones) more effectively. Prerequisites: MGT301, MKT311, FIN301.

**HCM 495. Special Topics in Health Care Management (3)** Course designed to address topics of special interest in health care management and administration; possible topics include long term and senior care; ethical issues in health care; health care information technology; health care policy and reform. Prerequisites: HCM 301 and permission of instructor.

## INTERNATIONAL BUSINESS

The objective of the international business concentration is to provide the student with a sound background in business administration combined with specialized courses in international business, economics, and political science. The program is designed to prepare students for employment in business firms that operate internationally or for graduate studies in international business and/or relations. Students are encouraged to take a history course with an international orientation as a core requirement. Many students choose to take a career development internship with an international focus.

### International Business

Course	Title	Hours
POL 151 <i>or</i>	Introduction to Comparative <i>or</i>	
POL 161 <sup>1</sup>	Introduction to International Relations	3
Language 201 and 202	Intermediate Foreign Language	6
Language 3xx or 4xx	Advanced Foreign Language	6
ECO 434	International Trade and Finance	3
CIS 371	Web Site Development	3
<i>Choose two of the following (six semester hours)</i>		6
BUS 376	Intercultural Communication (3)	
BUS 3xx or 4xx	Business Elective (3)	
BUS 496	Business Internship (1-3)	

<sup>1</sup>Either class can be used to partially fulfill the College's social science core requirement.

Students may use LAN 101 or 102 (second language) in a study abroad program (e.g., SHC Italy Center) in place of courses BUS 496 or BUS 376 or approved upper-division business course. It may be 3 or 6 hours, depending on whether LAN 102 is taken. American Sign Language does not satisfy the foreign language requirements of this concentration.

It is recommended that the student choose two of the following to satisfy the theology college core requirement:

THL 261	World Religions
THL 345	Religion and Culture
THL 354	Religion and International Politics

Students are strongly encouraged to study at the SHC Italy Center for one semester, do an internship at a firm doing business abroad, and participate in a spring break immersion trip.

## MANAGEMENT AND MARKETING (MGT AND MKT)

The objective of the management and marketing concentration is to provide the student with an understanding of many of the various aspects of modern organization management and marketing practices. Specific knowledge is taught in the areas of organizational behavior, human resources management, marketing research, and marketing management. Students completing this program can reasonably expect to find employment in businesses or organizations where they will apply and expand the skills developed in the classroom or continue study at the graduate level.

### Management and Marketing

Course	Title	Hours
MGT 320	Organizational Behavior	3
MGT 421	Human Resources Management	3
MKT 422	Marketing Research	3
MKT 450	Marketing Management	3
Two additional upper-division electives chosen from MGT or MKT or approved internship or other course approved by the Division Chair.		6

### Minor in Management and Marketing

Course	Title	Hours
BUS 263	Business Statistics	3
BUS 264	Management Science	3
CIS 381	Information Systems	3
MGT 301	Management Principles	3
MGT 320	Organizational Behavior	3
MKT 311	Marketing Principles	3
MKT 422	Marketing Research	3

### UPPER-DIVISION COURSES IN MANAGEMENT

**MGT 301. Management Principles (3)** A study of the nature and principles of management. An integrated approach to the study of principles is taken through consideration of the functional, behavioral, and management science schools of thought. Prerequisites: ECO 101 and 102, and ACC 201, or permission of instructor.

**MGT 320. Organizational Behavior (3)** This course involves the study of individual and group behavior within organizations, including motivation, leadership, and communication theory. Prerequisite: MGT 301.

**MGT 330. Industrial/Organizational Psychology (3)** This course offers an introduction to the application of psychological principles and theories to the workplace. Topics include worker attitudes, stress in the workplace, job analysis, training, selection, and performance, as well as organizational development, structure, and culture. There will be a strong application/experiential learning component to this class. Prerequisites: PSY 101 and advanced standing or permission of instructor. Cross-listed as PSY 330.

**MGT 351. Entrepreneurship and Small Business Management (3)** A course in the opportunities and challenges associated with starting, owning, and managing “new” and “small” businesses. Emphasis will be placed on entrepreneurial activities; legal constraints and advantages for small businesses; and the particular marketing, management, administrative, and financial issues related to small businesses. The intent is to provide students the information they need to turn inspiration and dedication into successful businesses. Prerequisite: MGT 301 or permission of instructor.

**MGT 421. Human Resources Management (3)** Study of the problems of human resources management as applied to employment, development, maintenance, and utilization of a labor force. Specific topics include recruitment, selection, training, placement, transfer, promotion, wages and termination of employment. Prerequisite: MGT 301.

**MGT 495. Special Topics in Management (3)** A course designed to address topics of special interest to management students. Possible areas include labor relations, leadership and research methods. Prerequisites: MGT 301

and permission of instructor.

### UPPER DIVISION COURSES IN MARKETING

**MKT 311. Marketing Principles (3)** A basic study of principles and policy for marketing decisions concerning the distribution of goods and services in both the profit and not-for-profit sectors. Special attention is given to formulation of policies and strategies as they relate to products, price, promotion, and distribution channels within the internal and external environment of the business. Prerequisites: ECO 101 and 102, and ACC 201, or permission of instructor.

**MKT 364. Media Planning and Measurement (3)** Study of the selection and evaluation of media to meet the goals, objectives, strategies, and tactics of a promotional plan. A survey of media planning principles, scheduling and buying as well as measurement principles and evaluation, including web analytics. Prerequisite: MKT 311 or CMM 220 or permission of instructor. Cross-listed as CMM 364. Lab Fee: Curriculum.

**MKT 365. Strategic Writing (3) (W)** A comprehensive writing course which builds upon CMM 251 and is designed to develop professional writing skills for advertising and public relations practitioners including the mechanics, form and style of public relations and business writing as well as advertising copywriting. Students produce written materials for a local nonprofit client. Prerequisite: CMM 251 or BUS 210 or permission of instructor. Also cross-listed as CMM and WRI 365.

**MKT 366. Strategic Planning for PR and Advertising (3) (W)** A comprehensive planning course covering the mechanics of strategic planning through the development of multiple types of plans (crisis, promotional, creative, etc.) and materials to achieve advertising and public relations goals. Students may produce plans for real-world clients. Prerequisite: MKT 311. Cross-listed as CMM 366.

**MKT 422. Marketing Research (3)** A study of the application of statistical and other research techniques to the solution of marketing problems. Prerequisites: MKT 311 and BUS 263.

**MKT 443. Promotional Strategy (3)** Nature, scope, and contribution of advertising, personal selling, sales promotion, and publicity to the firm's problems of demand stimulation. Emphasis is placed on those principles and concepts that relate to the integration and organization of the promotional effort in achieving optimal allocation of the effort to facilitate movement of goods. Prerequisite: MKT 311.

**MKT 450. Marketing Management (3)** Strategies and techniques in marketing management. This course focuses on opportunity analysis and problem solving in the context of marketing decision-making in the areas of product, pricing, distribution, and integrated communication strategies. The usual pedagogy will be case analysis. Prerequisite: MKT 311.

**MKT 472. Student Agency (3)** A course in which students, working in teams, act as a full-service agency to prepare a comprehensive campaign for a real-world client, including research, planning and materials production using all KSAs (knowledge/skills/abilities) expected of an entry-level professional. Industry professionals, the client, and the instructor critique student campaigns. Prerequisite: CMM 366 or permission of instructor. Cross-listed as CMM 472.

**MKT 495. Special Topics in Marketing (3)** A course designed to address topics of special interest to marketing students. Possible areas include international marketing, personal selling, and retail management. Prerequisites: MKT 311 and permission of instructor.

### MINOR IN BUSINESS ADMINISTRATION

As a service to students majoring in programs other than those offered by the Division of Business, a comprehensive business administration minor is offered. The objective of this minor is to assist the student in preparation for entering a career in the business world even though the student has chosen to major in a subject area outside business. The minor curriculum is designed to provide knowledge in each of the functional areas of business administration. In addition, the minor is designed to include the prerequisite courses normally required for admission to most Master of Business Administration (M.B.A.) programs.

#### Minor in Business Administration

<u>Course</u>	<u>Title</u>	<u>Hours</u>
ECO 101	Principles of Macroeconomics	3
ECO 102	Principles of Microeconomics	3

ACC 201 & 202	Principles of Accounting I and II	6
BUS 263	Business Statistics	3
MGT 301	Management Principles	3
MKT 311	Marketing Principles	3
FIN 301	Financial Management	3