



## Bachelor of Art in Business Administration (BABA)

### Program Overview

The aim of the Department of Business Administration is to provide a quality-education program to students to prepare them to compete intellectually and professionally in the global workplace that is changing rapidly and technologically. The Department seeks to maintain an open atmosphere to foster superior instruction, professional development, research, and community involvement by the faculty; and foster collegiate inquiry, academic advancement, self-enhancement, and a commitment to public involvement among students based on their interest, integrity, and responsibility, all through a Christian worldview.

Certain required courses within the business degree program form the theoretical and practical framework needed to succeed in increasingly responsible leadership roles within their professional and personal organizations.

### Program Objectives (Learning Outcomes)

The Bachelor of Business Administration encourages students to achieve the following educational objectives:

- Understand the functional components of business: economics, marketing, accounting, finance, law, information technology, and management.
- Demonstrate evidence of strong business analysis and management skills.
- Apply critical thinking and reasoning skills to identify business opportunities/problems, develop alternative solutions, and formulate plans.
- Demonstrate knowledge of business administration concepts and quantitative controls in dynamic economic, political, cultural, and religious environments.
- Operate effectively in dynamic political, cultural, and religious environments.
- Prepare for leadership and service in their vocations.
- Demonstrate effective written and oral presentation skills needed in their vocations.
- Foster and promote a sense of biblical worldview ethics and values to be applied in their personal and professional lives.

### Admission to the Business Administration Major

Admission to the Business Administration major involves two steps:

1. Students who apply to the major are initially classified as Pre-Business.
2. After completing the lower-division core requirements with a "C" (2.0) or better, students may apply to the Business Administration major.



- 3. All of the following requirements must be met for the degree. Students must earn a “C” (2.0) or better in core course on average listed below. For assistance in interpreting these requirements, contact the Program Director of Business Administration.

**English proficiency requirement**

The English Language Support Program (ELSP) was designed primarily for students who speak English as a second or additional language. The purpose of the program is to prepare multilingual students to engage fully in their education at Reformed University by providing support in all aspects of academic English. The program provides high-quality language instruction, and the curriculum focuses on the improvement and development of the advanced oral and written communication skills necessary for academic success. Students whose first (primary) language is not English are required to enroll in ELSP unless they have obtained a minimum TOEFL IBT score of 60 or higher.

**DEGREE REQUIREMENTS**

Students are required to successfully complete a minimum of **120 credit hours** to be eligible to earn a Bachelor of Arts degree in Business Administration. The degree program requires **45 credits** of General Education, **27 credits** of the Lower-Division core courses, **27 credits** of Upper-Division core courses and **21 credits** of Business Electives. Finance and Accounting Concentration programs respectively require **15 credits** of relevant electives. Finance Concentration program requires **15 credits** of Finance electives. Accounting Concentration program requires **15 credits** of Accounting electives. Both Finance concentration students and Accounting concentration students may choose any other elective courses to make up the remaining 6 elective credit hours.

**CURRICULUM**

**1. General Education (45 Credits)**

In order to meet the general education requirements, every undergraduate student at Reformed University will complete at least 45 credit hours in general education courses regardless of their major or field of studies. The Reformed University Catalog contains the most updated list of courses for degree requirements:

- 6 credit hours in Biblical Area
- 6 credit hours in Communications
- At Least 6 credit hours in Humanities and Fine Arts
- At Least 6 credit hours in Behavioral and Social Sciences
- At Least 6 credit hours in Science and Mathematics

Biblical Area (6 Credit Hours)

BABS101	A Survey of the Bible	3 Credits
BABS 201	Life of Jesus Christ	3 Credits

Communications (6 Credit Hours)

HCOM100	Introduction to Human Communication	3 Credits
HCOM101	Basic College Writing	3 Credits
HCOM103	Public Speaking	3 Credits



HCOM204 Intercultural Communication 3 Credits

Humanities and Fine Arts(6 Credit Hours)

ART101 History of Western Art 3 Credits  
ART102 Theories of Design & Color 3 Credits  
CHIN101 Fundamental Chinese 3 Credits  
ENGL101 English Composition I 3 Credits  
ENGL201 English Composition II 3 Credits  
HUM115 Critical Thinking 3 Credits  
HUM205 Multi-cultural Leadership 3 Credits  
HUM210 Leadership Development 3 Credits  
HUM245 Introduction to World Civilization 3 Credits  
HUM301 Spiritual Classics 3 Credits  
LAN101 Spanish 3 Credits  
LAN102 Korean 3 Credits  
LITR301 Modern English Literature 3 Credits  
MUS01 Fundamentals of Music 3 Credits  
MUS15 Music Appreciation 3 Credits  
MUS20 Music & Worship 3 Credits  
MUS205 University Chorus 3 Credits  
PHIL100 Introduction to Philosophy 3 Credits  
PHIL106 Introduction to Logic 3 Credits  
PHIL348 Philosophy of Religion 3 Credits

Behavioral/Social Sciences (6 Credit Hours)

ECON101 Fundamental Economics 3 Credits  
HIST180 Survey of American History 3 Credits  
HIST225 Survey of Modern World History 3 Credits  
HIST305 Introduction to Anthropology 3 Credits  
POSC100 American Government 3 Credits  
PSY101 Principles of Psychology 3 Credits  
PSY210 Personality and Adjustment 3 Credits  
SOC101 Introduction to Sociology 3 Credits  
SOC201 Race and Ethnic Relations 3 Credits  
SOC202 Contemporary Ethics 3 Credits  
SOC205 Education and Cultural Diversity 3 Credits  
SOC206 Gender and Education 3 Credits  
SOC210 Early Childhood Education 3 Credits  
SOC301 Moral Development 3 Credits  
SOC410 Marriage and Family 3 Credits

Science and Mathematics (6 Credit Hours)

BIOL101 Introduction to Biology 3 Credits  
CHEM111 Nutrition and Health 3 Credits  
CHEM115 Introductory General Chemistry 3 Credits  
COMP101 Computer Science I 3 Credits



COMP102	Computer Science II	3 Credits
COMP103	Information Technology for Every Life	3 Credits
GEOL110	Topics in Earth Science	3 Credits
MATH115	College Algebra	3 Credits
MATH150	Calculus I	3 Credits
MATH201	Probability	3 Credits
MATH205	Introduction to Statistics	3 Credits
PHED100	Physical Education	3 Credits
PHYS101	Introduction to Physics	3 Credits

**Required Lower-Division Core Courses (27 Credits)**

ACCT101	Principles of Accounting	3 Credits
COMM101	Business Communication I	3 Credits
COMM201	Business Communication II	3 Credits
ACCT201A	Financial Accounting	3 Credits
ACCT201B	Managerial Accounting	3 Credits
ECON201	Microeconomics	3 Credits
ECON202	Macroeconomics	3 Credits
STAT210	Applied Business Statistics	3 Credits
FINS301	Financial Management: Principles and Policy	3 Credits

**Required Upper-Division Core Courses (27 Credits)**

MGMT301	Principles of Management	3 Credits
MGMT336	Business and Its Legal Environment	3 Credits
MGMT340	Organizational Behavior and Leadership	3 Credits
MKTG301	Principles of Marketing	3 Credits
ISDS351	Management of Information Systems	3 Credits
ISDS361	Business Analytics	3 Credits
PHIL386	Business Ethics and Social Responsibility	3 Credits
ECON401	Managerial Economics	3 Credits
MGMT410	Seminar in Strategic Management: Capstone Course	3 Credits

**Business Elective Courses (21 Credits)**

Students majoring in Business Administration are required to complete 21 **credit hours** from any combination of the three elective courses, that is, the Finance Elective Courses, the Accounting Elective Courses, and Other Business Elective Courses. Students in the Finance Concentration are required to primarily complete **15 credit hours** from Finance Elective Courses. Students in the Accounting Concentration are required to primarily complete **15 credit hours** from Accounting Elective Courses. The remaining 6 credit hours may be made up of any other Business Elective courses.

**Finance Elective Courses (15 credit hours)**

FINS350	Corporate Finance	3 Credits
FINS360	Principles of Insurance	3 Credits
FINS370	Real Estate Finance	3 Credits
FINS380	Introduction to Investments	3 Credits



FINS400	International Financial Management	3 Credits
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Accounting Elective Courses (15 credit hours)

ACCT301	Intermediate Accounting	3 Credits
ACCT302	Cost Accounting	3 Credits
ACCT327	Accounting Information Systems	3 Credits
ACCT348	Principles of Federal Taxation	3 Credits
ACCT401	Advanced Accounting	3 Credits

Other Business Electives Courses

COMM301	Advanced Business Communication	3 Credits
MGMT339	Operation Management	3 Credits
MGMT341	Logistic Management	3 Credits
MGMT345	Human Resources Management	3 Credits
MGMT350	Consumer Behavior	3 Credits
MGMT372	Internship I	3 Credits
MGMT375	Small Business Management	3 Credits
MGMT401	E-Commerce	3 Credits
MGMT 409	Labor Relations	3 Credits
MGMT425	Data Analysis for Decision Making	3 Credits
MGMT441	Entrepreneurship	3 Credits
MGMT471	Supply Chain Management	3 Credits
MGMT472	Internship II	3 Credits
FINS354	Financial Statement Analysis	3 Credits
FINS410	Personal Finance	3 Credits
ISDS380	Enterprise Data Management	3 Credits
ISDS400	Introduction to ERP	3 Credits
ISDS410	Web Computing and Business Intelligence	3 Credits
INBU405	International Marketing	3 Credits
INBU420	International Business	3 Credits
INBU430	Global Business Environment	3 Credits
INBU452	International Management	3 Credits
MKTG411	Retail Marketing	3 Credits
MKTG420	Advertising and promotion	3 Credits
MKTG430	E-Marketing	3 Credits
MKTG442	Marketing Research Methods	3 Credits
ECON405	International Economics	3 Credits
ECON403	Labor Economics	3 Credits

## COURSE DESCRIPTIONS

### **Required Lower-Division Core Courses (27 Credits)**

ACCT101- Principles of Accounting (3)

An introduction to financial accounting concepts and financial reporting, with the focus being on how decision makers analyze, interpret, and use accounting information. Emphasis is given to how



accounting measures, records, and reports economic activities for corporations and on the relationship between accrual and cash flow measures in interpreting accounting information.

#### COMM101 - Business Communication I (3)

This course teaches students the rhetorical principles and writing practices necessary for producing effective business letters, memos, reports, and collaborative projects in professional contexts. The curriculum is informed by current research in rhetoric and professional writing and is guided by the needs and practices of business, industry, and society at large, as well as by the expectations of Reformed University students and programs.

Prerequisite: ENGL101 with a "C" (2.0) or better.

#### COMM201 - Business Communication II (3)

This course highlights the theory and practice of written, oral, and interpersonal communication used in the workplace with emphasis on composing clear, concise, and effective business correspondence. Students will discuss various types of communication media and the importance of succinct written and oral expression to modern business interactions. Students will have extensive practice writing a wide spectrum of documents, including professional email and reports. Additionally, the course will discuss effective planning and delivery strategies for professional oral presentations.

#### ACCT201A - Financial Accounting (3)

This course provides a study of the basic principles and concepts relating to the collection and summarization of accounting information, and the understanding, preparation, and use of financial statements (the income statement, the balance sheet, and the statement of cash flows).

Prerequisite: ACCT101 with a "C" (2.0) or better.

#### ACCT201B - Managerial Accounting (3)

Managerial accounting studies the identification, analysis, communication, and interpretation of internal information, both financial and non-financial, for operational and strategic decision-making purposes. The purpose of this course is to build students' understanding of the three primary internal functions of the corporate finance team: planning operations, controlling activities, and decision making, and embraces the use of accounting information for planning and control purposes in both operational and strategic decision-making.

Prerequisite: ACCT101 with a "C" (2.0) or better.

#### ECON201 - Microeconomics (3)

This course focuses on basic economic problems leading to labor divisions in society and economic systems; mechanisms, concepts and theories of microeconomics in consumption, production, savings and investment of government and private sectors; analysis of the relationships and equilibrium of various markets of both closed and open economies; and general guidelines for dealing with basic economic problems.

#### ECON202 - Macroeconomics (3)

Students examine how the economy behaves at the aggregate level and how national income is measured and determined. Topics include an overview of macroeconomics; measuring gross domestic product, inflation and unemployment; demand including the multiplier process; supply, business cycles, long-term growth; money, banking and monetary policy; inflation; interest rates; stagflation;



deficits and fiscal policy; exchange rates and balance of payments; exchange rate policy; purchasing power and interest rate parity.

Prerequisite: ECON201.

#### STAT210 - Applied Business Statistics (3)

This course provides students with developing analytical ability and using statistical tools to make effective business decisions. Students will learn statistical methods for business and management, including descriptive statistics, basic probability theory, sampling distributions, hypothesis testing, confidence intervals, and simple and multiple regression analysis. Microsoft EXCEL spreadsheet will be used to describe and analyze sample data.

Prerequisite: MATH115.

#### FIN301 - Financial Management: Principles and Policy (3)

This course is an overview study of concepts and techniques in corporate finance. Topics include investments, financial environment, securities markets, financial markets, financial statements and analysis, working capital management, capital budgeting, cost of capital, dividend policy, asset valuation, and decision making. The primary goal of the Principles of Financial Management course is to help students achieve better financial outcomes for businesses with which they might be associated. This course provides an in-depth analysis of a wide range of topics on financial planning and analysis. Topics include the basics of financial statements, forecasting, budgeting, time value of money, stock and bond valuation, capital budgeting, maximizing shareholder value, and raising capital.

Prerequisite: ACCT101.

### **Required Upper-Division Core Courses (27 Credits)**

#### MGMT301 - Principles of Management (3)

This course is an intensive and comprehensive introductory study and analysis of the management process from a general manager's perspective, with particular attention paid to the area of strategic human resources management. It covers the following topics, among others: planning, organizing, leading, directing, and controlling for establishing and accomplishing business objectives, conflict management, interpersonal communication, the staffing and supervising processes, performance appraisal, managing groups and teams, management development and employee training. A variety of case studies are utilized.

#### MKTG301 - Principles of Marketing (3)

Concepts and theories relevant to the study and practice of marketing are introduced. Topics include the changing global marketplace, marketing processes and planning, the use of market research, an understanding of consumers and customers, decision-making and the marketing mix, market segmentation, positioning and product differentiation. This introductory subject prepares students for further study across the broad spectrum of product, service, consumer, business-to-business, industrial, global and social marketing.

#### MGMT336 - Business and Its Legal Environment (3)

Laws and regulations affecting the business environment and managerial decisions including the legal system and methods of dispute resolution. Topics include torts, crimes, contracts, product liability, business organization, employment, antitrust, environmental protection; incorporates ethical considerations and international perspectives. Uses case studies.

**MGMT340 - Organizational Behavior and Leadership (3)**

This course presents communication as integral to management strategy and as a critical component for success in the workplace. Also, enables student with skill development in practical applications which emphasize the improvement of writing skills necessary for effective business communications.

**ISDS351 - Management of Information Systems (3)**

This course discusses how business professionals can leverage information systems through planning, oversight and management, and how to apply computer-based information systems to the management of organizations in the rapidly-changing business in the Internet age. Topics include use of information to further the organization's mission and strategy, the role of users, the development of electronic business and commerce, the evolution of enterprise resource planning systems, and the architecture of decision-support processes for managers. Technologies of computer systems, data communications, networking, databases, and knowledge management will be taught.

Prerequisite: COMP101

**ISDS361 - Business Analytics (3)**

Analytics has been defined as the extensive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based management to drive decisions and actions. Analytics is the process of transforming data into action through analysis and insights in the context of organizational decision making and problem solving. Analytics includes a range of activities, including business intelligence, which is comprised of standard and *ad hoc* reports, queries and alerts; and quantitative methods, including statistical analysis, forecasting/ extrapolation, predictive modeling (such as data mining), optimization and simulation.

Prerequisites: STAT210.

**PHIL386 - Business Ethics and Social Responsibility (3)**

The purpose of this course is to help students become more proficient and more effective at making decisions. The particular focus of this course is on how managers should think about the role of values and ethics in decision-making. The course is designed to expose students to a set of ideas and concepts that can help them structure their thinking and more fully develop an approach to recognizing and incorporating ethics into their own decision-making frameworks.

**ECON401 - Managerial Economics (3)**

This course concerns the decisions made within a firm. Managers determine their pricing strategy, who to hire and fire, how to motivate and reward workers; and how to solve logistical problems such as how to distribute their goods for sale, how to minimize the cost of producing a given production target, how much inventory to hold, where and how to spend advertising dollars, whether or not to expand the firm with more factory lines or more factories, and how to optimally search the market place for new ideas/technologies or competitors' prices. Prerequisite: ECON201.

**MGMT 410 - Seminar in Strategic Management: Capstone Course (3)**

The course focuses on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition. The course draws together and builds on all the ideas, concepts, and theories from functional courses such as Accounting, Economics, Finance, Marketing, Organizational Behavior, and Statistics.

Prerequisites: ACCT101, ECON201, FIN301, MKTG301, MGMT340.



**Institutional Requirement (Worship / Chapel)****INS101-112 Worship Service**

Non-credit bearing course of Worship service to provide the university community with opportunities for worship and spiritual enrichment. Every student is expected to pass all Chapel courses to be eligible for graduation. Students who do not pass INS courses will be required to perform additional work (for example, research projects, essay writing, watching and commenting upon recorded sermons, etc.). Such additional work requirements will be determined on a case-by-case basis, and will be assigned at the discretion of the Dean of Academic Affairs, the University Chaplain, and the Program Director.

**Finance Elective Courses (15 Credits)****FINS350 - Corporate Finance (3)**

This course aims to provide the students with the fundamental concepts, principles and approaches of corporate finance, enables the students to apply relevant principles and approaches in solving problems of corporate finance and helps the students improve their overall capacities. The course covers present value techniques, capital budgeting principles, asset valuation, the operation and efficiency of financial markets, the financial decisions of firms, and short term financial management. You will be equipped with skills in financial planning and analysis combined with practical business theory and knowledge for ethical decision-making.

Prerequisite: FINS 301

**FINS360 - Principles of Insurance (3)**

The objective of the course is to acquaint the student with the basic knowledge of the principles of risk and insurance and the methods of risk management found in strategic planning. It is an attempt to give some basic principles of insurance buying, with an emphasis on how to develop a strong insurance and financial estate planning program.

Prerequisite: FINS 301.

**FINS370- Real Estate Finance (3)**

Introduction to methods of financial analysis for real estate investments. Topics include methods of valuation, cash flow forecasting, computer modeling, debt leverage, and deal structures. Emphasis is placed on the financing of individual projects. This course requires greater than average preparation time. It is heavily orientated toward numerical analysis and makes use of case studies and computer spreadsheet analysis.

Prerequisite: FINS301.

**FINS380 - Introduction to Investments (3)**

Institutional characteristics of securities markets, security valuation and trading methods, fundamental and technical analysis, selection and management of securities, role of the capital asset pricing model in investing, options and futures markets, portfolio analysis and mutual funds.

Prerequisite: FINS350.

**FINS 400- International Financial Management (3)**

Emphasizing broad concepts and real-world practices rather than extensive quantitative material, the course offers a concise introduction to international finance and provides a clear, conceptual framework for analyzing key financial decisions in multinational firms. The approach of the course is to



treat international financial management as a natural and logical extension of the principles learned in the introductory financial management course.

Prerequisite: FINS 301.

### **Accounting Elective Courses (15 Credits)**

#### ACCT301 - Intermediate Accounting (3)

This course builds on the fundamentals of financial accounting and reporting that students learn in an introductory financial accounting course. Students learn about the preparation and interpretation of an entity's financial statements in accordance with generally accepted accounting principles, accounting for complex business transactions, and techniques to evaluate firm performance. Topics include income statement, individual components of assets and liabilities, stockholders' equity, statement of cash flows, revenue recognition, and accounting changes. Real-life case studies are used to evaluate firm performance. Prerequisites: ACCT201A with a "C" (2.0) or better.

#### ACCT302 - Cost Accounting (3)

Accounting information for management of manufacturing and service enterprises; cost records; cost behavior and allocation; product costing and inventory valuation; flexible budgeting; standard costs; responsibility accounting; cost planning and control; and operating decision analysis.

Prerequisites: ACCT201A with a "C" (2.0) or better.

#### ACCT327 - Accounting Information Systems (3)

Organization and implementation of information technology for the collection, organization and presentation of accounting information with an emphasis on enterprise resource planning systems.

Prerequisites: ACCT201A with a "C" (2.0) or better.

#### ACCT348 - Principles of Federal Taxation (3)

This course is an analysis of federal income tax principles applicable to individuals as well as entities such as corporations and partnerships. General tax concepts such as income, deductions, losses and property transactions will be covered. The purpose of this course is to introduce students to the general principles which govern the federal income taxation of individuals, corporations and partnerships.

Prerequisites: ACCT201A with a "C" (2.0) or better.

#### ACCT401 - Advanced Accounting (3)

This course is designed for students whose careers are likely to require frequent use of financial statements issued by publicly held corporations. The primary objective of this course is to build upon these introductory courses by learning how Basic Financial Statements and Earnings per Share are affected by additional business transactions.

Prerequisites: ACCT301 with a "C" (2.0) or better.

### **Other Business Elective Courses**

#### COMM301 - Advanced Business Communication (3)

Expands knowledge of business communication and develops written and oral communication skills. Study a variety of business cases that understand the function of communication in the modern business world. Analyze real-life business problems and determine when and how to communicate



corporate decisions to employees, business partners and the public.  
Prerequisites: COMM201 with a "C" (2.0) or better.

#### MGMT339 - Operation Management (3)

This course is an introduction to the concepts, principles, problems, and practices of operations management. Emphasis is on managerial processes for effective operations in both goods-producing and service-rendering organization. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. The topics are integrated using a systems model of the operations of an organization.

#### MGMT 341 - Logistic Management (3)

This course provides students with a course designed to give students the knowledge and experience of strategic logistics management. Attention is given to such issues as transportation management, warehouse and facility location management, inventory management, and customer service strategies. The course encompasses both the qualitative aspect and the quantitative aspect of logistics management.

#### MGMT345- Human Resources Management (3)

Basic knowledge and understanding of managing human resources in modern organizations. This course will review the basic principles, methods and procedures in the management of human resources. In addition, students will be introduced to the foundational practices of HRM, including the development and objectives of HRM, resource planning, legal compliance, job analysis, recruitment and selection, training and development, compensation and employee relations.

#### MGMT350- Consumer Behavior (3)

Consumer Behavior relates to the actions consumers display when searching for, evaluating, purchasing, using and disposing of products and services that meet their needs. Their motivations and decisions might be based on any combination of perceived brand benefits, past usage and experiences, demographics (age/gender, etc.), lifestyles, psychographics, culture, influence by others, education, income, and perceptions. The disciplines used to understand consumer behavior come from various disciplines including consumer psychology, sociology, and economics. The tools used include both qualitative and quantitative consumer research to understand audiences' needs, both emotional and rational

#### MGMT 430 - E-Marketing

This course provides an introduction to digital marketing. The course covers all major digital platforms such as mobile, social media and search (paid and organic). We will learn how to effectively use different vehicles such as email, SMS text, paid and organic search, mobile (QR codes, apps, localization, geo-fencing), WordPress, YouTube, Pinterest, LinkedIn, Facebook and Twitter. Students will learn how to create and manage a paid search advertising campaign using Google Adwords.

Prerequisite: MKTG301.

#### FINS354- Financial Statement Analysis (3)

This course is designed to prepare students to interpret and analyze financial statements for tasks such as credit and security analyses, lending and investment decisions, and other decisions that rely on financial data. This course explores in greater depth financial reporting from the perspective of



financial statement users. Students develop a sufficient understanding of the concepts and recording procedures and therefore are able to interpret various disclosures in an informed manner. Students learn to compare companies financially, understand cash flow, and grasp basic profitability issues and risk analysis concepts. Prerequisite: ACCT201A, ACCT301, FINS350

#### MGMT372- Internship I (3)

Internship program between RU and local firms, in which students undertake various duties. Specific internships available change from semester to semester. Open to students in all areas of the Department. May be taken two times for credit but no more than twice in the same job assignment area." This course is for juniors who wish to gain practical, curriculum-related experience in any area of business.

#### MGMT375– Small Business Management (3)

Small Business Management is a course on how to start and operate a small business. Topics include facts about small business, essential management skills, how to prepare a business plan, financial needs, marketing strategies, and legal issues. This is a comprehensive examination of establishing and operating a small business in today's dynamic business environment. This course covers such topics as risk taking and entrepreneurship, forms of ownership, planning, organizing and managing, feasibility analysis, financing, human resources management, ethics, international business, governmental regulation and taxation, franchising, starting or buying a small business and other relevant subject areas.

#### ISDS380- Enterprise Data Management (3)

This course introduces students to concepts of data structure and algorithms, database management systems, data warehousing, data mining, big data and knowledge base management. This course is a comprehensive overview on enterprise database management, data analytics for business intelligence, and decision support through knowledge base management.

#### ISDS400- Introduction to ERP (Enterprise Resource Planning) (3)

This course introduces students to various components of enterprise resource, computerization of enterprise resource management, and integrated management of core business processes. This course is a comprehensive overview on structured ways of electronically managing enterprise resources and related software and technology. It presents the architecture and practice of major ERP systems such as SAP and Oracle.

#### MGMT401– E-Commerce (3)

The growth of the Internet continues to have a tremendous influence on business. Companies and organizations of all types and sizes are rethinking their strategies and how they run their operations. This new course in the E-commerce challenges students to explore the realities and implications of e-commerce from a marketer's perspective. The course introduces students to a wide range of electronic commerce issues for marketers, as a foundation for continual learning in the dynamic e-commerce environment.

#### ECON403- Labor Economics (3)

This course analyzes the factor of Labor in the U.S. economy, addressing topics of labor supply and labor demand, theories and practice of wage determination, and how wage structures and wage differentials develop and evolve. Macro-institutional forces related to labor, labor markets, and wages



are considered, including labor force participation, evolution and change in labor markets in the U.S., employment, and unemployment. Trends, measurement and analyses of labor productivity, labor mobility, labor market discrimination, and the role of government and unions in labor markets are further considered. Particular attention will be given to the impact of the current economic recession on labor economic variables. The course concludes with an in-depth analysis of causes of poverty, executive and banking CEO pay trends, and trends in incomes and relative income shares.

#### INBU405- International Marketing (3)

This course is designed to provide you with a framework within which international marketing operations can be analyzed, understood, and undertaken. We will recognize in this course that most business issues addressed in the cross-cultural context are somewhat similar to those firms implicitly or explicitly face in their domestic operations. The main differences between domestic and cross-cultural/multinational operations are usually matters of degree, variation, and complexity of controllable and uncontrollable forces. Given the intense nature of this class, the emphasis is on understanding diverse cultural, social and economic contexts in which consumption practices occur, and on translating this knowledge into actionable marketing strategies and practices.

Prerequisites: MKTG301 with a "C" (2.0) or better.

#### ECON 405- International Economics (3)

This course covers, with a focus on both theory and empirics, advanced topics in international. It includes the study of positive issues, such as: Why do countries trade? What goods do countries trade? What are the implications of openness for the location of production, industries, occupations, and innovative activity? And, what impedes trade and why do some countries deliberately erect policy impediments to trade? The course also concerns normative issues, such as: Is trade openness beneficial to a representative agent? And, are there winners and losers from trade and if so, can we identify them? Throughout, these issues are approached in neoclassical settings as well as those with market failures, at the industry-level as well as the firm-level, and in the presence of both mobile and immobile factors.

#### MGMT 409- Labor Relations (3)

This course serves as an introduction into the field of Labor-Management relations. Students will learn about the history of the field and of labor unions. In addition, we will review how the industrial relations system in the US works in general, as well as specific areas such as the future of unions in the US, comparisons with the industrial relation systems of other countries, relationships with human resource management models, various models of dispute resolution, issues in labor management cooperation, and differences and similarities between public and private sector industrial relations.

#### FINS410- Personal Finance (3)

Personal Finance is a course designed to help students understand the impact of individual choices on occupational goals and future earnings potential. Topics covered will include income, money management, spending and credit, as well as saving and investing. Students will design personal and household budgets, simulate use of checking and savings accounts, demonstrate knowledge of finance, debt, and credit management, and evaluate and understand insurance and taxes. This course will provide a foundational understanding for making informed personal financial decisions.

#### ISDS410 - Web Computing and Business Intelligence (3)

This course covers the basic principles and practices of distributed computing over the Internet. This course focuses on the Internet as a domain for sharing resources with Grids and Clouds, distributed



computing with Web services, and service-oriented computing such as mobile computing. The Internet is increasingly used as a large interconnection network for deploying distributed applications to solve challenging problems in diverse areas. This course focuses on business intelligence – an information technology approach to data collection and data analysis to support a wide variety of management tasks, from performance evaluation to trend-spotting and policy-making.

#### MKTG411- Retail Marketing (3)

Students develop an in-depth understanding of retail and services management as well as non-store retailing. Topics include an overview of retail marketing; retail marketing, financial and location strategy; merchandising; pricing and distribution; promotion including communications, store layout, store design, visual merchandising; and customer service.

#### MKTG 420- Advertising and Promotion (3)

This course covers the elements of advertising and sales promotion in the business environment. It also studies the factors important for the development of a successful advertising management from a branding perspective which include advertising and sales promotion appeals, selection of media, use of advertising and sales promotion as a marketing tool, and means of testing effectiveness. Students will develop a comprehensive advertising campaign for a real or imaginary product.

#### INBU420- International Business (3)

This course develops skills in identifying, analyzing and developing solutions for current management issues in the international environment. This course explores the issues of marketing, finance, and management as they exist in the international business environment from both a multinational corporate perspective and single business person orientation.

#### MGMT425 - Data Analysis for Decision Making (3)

Leveraging large corporate datasets; slice and dice data; dash boards; data mining and statistical tools; neural network; multiple and logistic regression; decision tree; gain inference and decision making; clustering. Prerequisite: ISDS361

#### INBU 430- Global Business Environment (3)

This course covers the major factors (legal/political, economic, competitive, socio-cultural, technological, and natural) in the global environment and examines their individual and interrelated effects on organizational and managerial practices. Provides a framework for understanding organizational action within an increasingly global environment.

#### MGMT441 – Entrepreneurship (3)

This course covers topics in designing new business models and launching and running a business or startup company. Students will learn how to identify ideas and opportunities and to distinguish between the two; and will examine the role of the entrepreneur in the commercialization of business designs. All students should have a pre-existing familiarity with basic financial concepts such as discounted cash flow analysis.

Prerequisite: MGMT301

#### MKTG442- Marketing Research Methods (3)

This course will provide an introduction to market research as a business decision-making tool. The primary goal of this course is to equip students with an understanding of how market research can help



them make business decisions and how they can transform research findings into actionable business insights. The course also aims to help students gain the ability to evaluate and interpret research designed and conducted by outside providers.

Prerequisite: MKTG 301, STAT210

#### INBU 452 International Management (3)

The study of international management is gaining importance as firms expand their operations globally. The International management course is designed to help students learn the fundamentals of international business strategies and cross-cultural management. Further, throughout the course, students are expected to develop a sense of ease to engage in business in a multicultural business management environment.

#### MGMT471- Supply Chain Management (3)

This course focuses on management and improvement of supply chain processes and performance. It will be valuable for students who would like to pursue a career in consulting or take a position in operations, marketing or finance functions in a manufacturing or distribution firm. We explore important supply chain metrics, primary tradeoffs in making supply chain decisions, and basic tools for effective and efficient supply chain management, production planning and inventory control, order fulfillment and supply chain coordination. We will also investigate topics such as global supply chain design, logistics, and outsourcing, several other recent supply chain innovations.

#### MGMT472- Internship II (3)

Internship program between RU and local firms, in which students undertake various duties. Specific internships available change from semester to semester. Open to students in all areas of the Department. May be taken two times for credit but no more than twice in the same job assignment area." This course is for seniors who wish to gain practical, curriculum-related experience in any area of business.

## BA in BUSINESS ADMINISTRATION

### Suggested Progress Plan (120 Credit Hours Required)

Semester	Course Code	Course Title	Hours	Remarks
1st	BS101	A Survey of the Bible	3	GE
	HCOM101	English Composition I	3	GE
	MATH115	College Algebra	3	GE
	ECON101	Fundamentals of Economics	3	GE
	INS101	Worship Service	P/F	IR
	MUS 105	Music Appreciation	3	GE
		<b>Total Credit Hours</b>	<b>15</b>	
2nd	COMP101	Introduction to Computer Science I	3	GE
	NT201	Life of Jesus Christ	3	GE
	HIST180	Survey of American History	3	GE
	HCOM103	Public Speaking	3	GE
	ENGL101	Basic College Writing	3	GE
	INS102	Worship Service	P/F	IR



		<b>Total Credit Hours</b>	<b>15</b>	
3rd	ACCT 101	Principles of Accounting	3	Lower - Division
	COMM101	Business Communication I	3	Lower - Division
	HUM245	Introduction to World Civilization	3	GE
	PSY101	Principles to Psychology	3	GE
	MATH150	Calculus I	3	GE
	INS103	Worship Service	P/F	IR
		<b>Total Credit Hours</b>	<b>15</b>	
4th	STAT210	Applied Business Statistics	3	Lower-Div. Core
	ECON201	Microeconomics	3	Lower-Div. Core
	LITR315	Modern English Literature	3	GE
	HCOM102	English Composition II	3	GE
	ECON202	Macroeconomics	3	Lower Div. Core
	INS103	Worship Service	P/F	IR
		<b>Total Credit Hours</b>	<b>15</b>	
5th	ACCT201A	Financial Accounting	3	Lower Div. Core
	COMM201	Business Communication II	3	Lower Div. Core
	MGMT336	Business and Its Legal Environment	3	Lower-Div. Core
	FINS301	Financial management: Principles and Policies	3	Lower Div. Core
	ISDS361	Business Analytics	3	Upper -Div. Core
	INS103	Worship Service	P/F	IR
		<b>Total Credit Hours</b>	<b>15</b>	
6th	PHIL386	Business Ethics and Social Responsibility	3	Upper -Div. Core
	MKTG301	Principles of Marketing	3	Upper -Div. Core
	MGMT301	Principles of Management	3	Upper -Div. Core
	ACCT201B	Managerial Accounting	3	Upper -Div. Core
	ECON401	Managerial Economics	3	Upper -Div. Core
		<b>Total Credit Hours</b>	<b>15</b>	
7th	MGMT330	E-Marketing	3	BE
	MGMT 350	Consumer Behavior	3	BE
	ISDS351	Management Information System	3	Upper -Div. Core
	MGMT340	Organizational Behavior and Leadership	3	Upper -Div. Core
	MGMT345	Human Resource Management	3	BE
		<b>Total Credit Hours</b>	<b>15</b>	
8th	MGMT410	Seminar in Strategic Management: Capstone Course	3	Upper -Div. Core
	MGMT420	International Business	3	BE
	MKTG405	International Marketing	3	BE
	MGMT401	E-Commerce	3	BE
	MGMT341	Logistic Management	3	BE
		<b>Total Credit Hours</b>	<b>15</b>	
		<b>Total Credit Hours Required for Graduation</b>	<b>120</b>	





**BA in BUSINESS ADMINISTRATION WITH  
CONCENTRATION IN FINANCE**

Semester	Course Code	Course Title	Hours	Remarks
1st	BS101	A Survey of the Bible	3	GE
	HCOM101	English Composition I	3	GE
	MATH115	College Algebra	3	GE
	ECON101	Fundamentals of Economics	3	GE
	INS101	Worship Service	P/F	IR
	MUS 105	Music Appreciation	3	GE
		<b>Total Credit Hours</b>	<b>15</b>	
2nd	COMP101	Introduction to Computer Science I	3	GE
	NT201	Life of Jesus Christ	3	GE
	HIST180	Survey of American History	3	GE
	HCOM103	Public Speaking	3	GE
	ENGL101	Basic College Writing	3	GE
	INS102	Worship Service	P/F	IR
		<b>Total Credit Hours</b>	<b>15</b>	
3rd	ACCT 101	Principles of Accounting	3	Lower - Division
	COMM101	Business Communication I	3	Lower - Division
	HUM245	Introduction to World Civilization	3	GE
	PSY101	Principles to Psychology	3	GE
	MATH150	Calculus I	3	GE
	INS103	Worship Service	P/F	IR
		<b>Total Credit Hours</b>	<b>15</b>	
4th	STAT210	Applied Business Statistics	3	Lower-Div. Core
	ECON201	Microeconomics	3	Lower-Div. Core
	LITR315	Modern English Literature	3	GE
	HCOM102	English Composition II	3	GE
	ECON202	Macroeconomics	3	Lower Div. Core
	INS103	Worship Service	P/F	IR
		<b>Total Credit Hours</b>	<b>15</b>	
5th	ACCT201A	Financial Accounting	3	Lower Div. Core
	COMM201	Business Communication II	3	Lower Div. Core
	MGMT336	Business and Its Legal Environment	3	Lower-Div. Core
	FINS301	Financial management: Principles and Policies	3	Lower Div. Core
	ISDS361	Business Analytics	3	Upper -Div. Core
	INS103	Worship Service	P/F	IR
		<b>Total Credit Hours</b>	<b>15</b>	
6th	PHIL386	Business Ethics and Social Responsibility	3	Upper -Div. Core
	MKTG301	Principles of Marketing	3	Upper -Div. Core
	MGMT301	Principles of Management	3	Upper -Div. Core
	ACCT201B	Managerial Accounting	3	Upper -Div. Core
	ECON401	Managerial Economics	3	Upper -Div. Core
			<b>Total Credit Hours</b>	<b>15</b>



7th	FINS350	Corporate Finance	3	Finance Elective	
	FINS360	Principles of Insurance	3	Finance Elective	
	ISDS351	Management Information System	3	Upper -Div. Core	
	MGMT340	Organizational Behavior and Leadership	3	Upper -Div. Core	
	FINS370	Real Estate Finance	3	Finance Elective	
		<b>Total Credit Hours</b>		<b>15</b>	
8th	MGMT410	Seminar in Strategic Management: Capstone Course	3	Upper -Div. Core	
	FINS380	Introduction to Investment	3	Finance Elective	
	FINS400	International Financial Management	3	Finance Elective	
	MGMT420	International Business	3	BE	
	MGMT401	E-commerce	3	BE	
		<b>Total Credit Hours</b>		<b>15</b>	
		<b>Total Credit Hours Required for Graduation</b>		<b>120</b>	

**BA in BUSINESS ADMINISTRATION with  
CONCENTRATION IN ACCOUNTING**

Semester	Course Code	Course Title	Hours	Remarks
1st	BS101	A Survey of the Bible	3	GE
	HCOM101	English Composition I	3	GE
	MATH115	College Algebra	3	GE
	ECON101	Fundamentals of Economics	3	GE
	INS101	Worship Service	P/F	IR
	MUS 105	Music Appreciation	3	GE
		<b>Total Credit Hours</b>		<b>15</b>
2nd	COMP101	Introduction to Computer Science I	3	GE
	NT201	Life of Jesus Christ	3	GE
	HIST180	Survey of American History	3	GE
	HCOM103	Public Speaking	3	GE
	ENGL101	Basic College Writing	3	GE
	INS102	Worship Service	P/F	IR
		<b>Total Credit Hours</b>		<b>15</b>
3rd	ACCT 101	Principles of Accounting	3	Lower - Division
	COMM101	Business Communication I	3	Lower - Division
	HUM245	Introduction to World Civilization	3	GE
	PSY101	Principles to Psychology	3	GE
	MATH150	Calculus I	3	GE
	INS103	Worship Service	P/F	IR
		<b>Total Credit Hours</b>		<b>15</b>
4th	STAT210	Applied Business Statistics	3	Lower-Div. Core
	ECON201	Microeconomics	3	Lower-Div. Core
	LITR315	Modern English Literature	3	GE
	HCOM102	English Composition II	3	GE
	ECON202	Macroeconomics	3	Lower Div. Core
	INS103	Worship Service	P/F	IR



		<b>Total Credit Hours</b>	<b>15</b>	
5th	ACCT201A	Financial Accounting	3	Lower Div. Core
	COMM201	Business Communication II	3	Lower Div. Core
	MGMT336	Business and Its Legal Environment	3	Lower-Div. Core
	FINS301	Financial management: Principles and Policies	3	Lower Div. Core
	ISDS361	Business Analytics	3	Upper -Div. Core
	INS103	Worship Service	P/F	IR
		<b>Total Credit Hours</b>	<b>15</b>	
6th	PHIL386	Business Ethics and Social Responsibility	3	Upper -Div. Core
	MKTG301	Principles of Marketing	3	Upper -Div. Core
	MGMT301	Principles of Management	3	Upper -Div. Core
	ACCT201B	Managerial Accounting	3	Upper -Div. Core
	ECON401	Managerial Economics	3	Upper -Div. Core
		<b>Total Credit Hours</b>	<b>15</b>	
7th	ACCT301	Intermediate Accounting	3	Accounting Elec.
	ACCT302	Cost Accounting	3	Accounting Elec.
	ISDS351	Management Information System	3	Upper -Div. Core
	MGMT340	Organizational Behavior and Leadership	3	Upper -Div. Core
	ACCT327	Accounting Information System	3	Accounting Elec.
	<b>Total Credit Hours</b>	<b>15</b>		
8th	MGMT410	Seminar in Strategic Management: Capstone Course	3	Upper -Div. Core
	ACCT348	Principles of Federal Taxation	3	Accounting Elec.
	ACCT401	Advanced Accounting	3	Accounting Elec.
	MGMT420	International Business	3	BE
	MGMT401	E-commerce	3	BE
		<b>Total Credit Hours</b>	<b>15</b>	
	<b>Total Credit Hours Required for Graduation</b>	<b>120</b>		