

SCHOOL OF BUSINESS & INNOVATION

On-Campus Majors

- Accounting (BS) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/accounting-bs/>)
- Business Administration (BS) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-administration-residential-bs/>)
- Business Economics (BS) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-economics-bs/>)
- Business Finance (BS) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-finance-bs/>)
- Business Management (BS) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-management-bs/>)
- Computer Information Systems (BS) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/computer-information-systems-bs/>)
- Creativity and Innovation Honors Major (Second Major Only) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/creativity-innovation-honors-major-second-major-only/>)
- Sport Management (BS) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/sport-management-bs/>)

Online Majors

- Business Administration (BS - Online) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-administration-online-bs/>)
- Business Studies (AS - Online) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-studies-as/>)
- Organizational Management (BS - Online) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/organizational-management-bs/>)
- Strategic Business Management (BS - Online) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/strategic-business-management-bs/>)

On-Campus or Online

- Business Data Analytics (BS) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-data-analytics-bs/>)
- Business Marketing (BS) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-marketing-bs/>)

See Accelerated Graduate Programs (<https://catalog.cornerstone.edu/graduate/accelerated-graduate-programs/>) for information on working toward an MBA in Project Management as an undergraduate.

On-Campus Minors

- Accounting (Minor) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/accounting-minor/>)
- Business Administration (Minor) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-administration-minor/>)
- Business Economics (Minor) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-economics-minor/>)
- Business Finance (Minor) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-finance-minor/>)

- Business Management (Minor) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-management-minor/>)
- Business Marketing (Minor) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-marketing-minor/>)
- Computer Information Systems (Minor) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/computer-information-systems-minor/>)
- Creativity and Innovation (Minor) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/creativity-innovation-minor/>)
- Digital Marketing (Minor) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/digital-marketing-minor/>)
- International Business (Minor) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/international-business-minor/>)
- Non-profit Leadership (Minor) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/non-profit-leadership-minor/>)
- Personal Certified Financial Planning ® (Minor) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/personal-financial-planning-minor/>)
- Sport Management (Minor) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/sport-management-minor/>)

Online Minors

- Business Administration & Leadership (Minor - Online) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-administration-leadership-minor/>)
- Organizational Management (Minor - Online) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/organizational-management-minor/>)
- Project Management Training (Specialization) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/project-management-training/>)

On-Campus or Online

- Business Data Analytics (Minor) (<https://catalog.cornerstone.edu/undergraduate/business-innovation/business-data-analytics-minor/>)

Accounting (ACC)

ACC-221 ACCOUNTING I (3 Credits)

An introduction to the fundamental principles of financial accounting. Accounting cycle, asset valuation, short-term liabilities, payroll, income determination, and financial reporting are emphasized.

Prerequisite: None

ACC-222 ACCOUNTING II (3 Credits)

A continuation of ACC-221 and managerial accounting topics. Long-term liabilities, owner's equity, cash flow and interpretation of financial statements. Cost accounting and managerial accounting and analysis will be introduced.

Prerequisite: ACC-221

ACC-321 INTERMEDIATE ACCNTNG I (3 Credits)

The practice and theory of accounting as applied to assets and liabilities. Emphasis on developing analytical abilities and applying accounting principles to a wide variety of business situations.

Prerequisite: ACC-222

ACC-322 INTERMEDIATE ACCTNG II (3 Credits)

The practice and theory of accounting as applied to stockholders' equity, leases, pensions, revenue recognition, tax allocation, and financial reporting and analysis.

Prerequisite: ACC-321

ACC-324 PRINCIPLES OF FINANCIAL ACCT (3 Credits)

An examination of the development and use of accounting information for the purposes of planning, control and decision-making. Topics include accounting cycles, asset valuation, liabilities, forms of owner's equity and income determination.

Prerequisite: None

ACC-325 MANAGERIAL ACCOUNTING (3 Credits)

A focus on managerial accounting, cost accounting, managerial performance reports, segment reporting, variable costs, cost, profit and volume analysis, capital budgeting and interpretation of published financial statements.

Prerequisite: ACC-324

ACC-327 TAXATION (3 Credits)

Federal income tax structure as related to individuals, partnerships, and corporations. Problems intended to provide an understanding of the theory, law, and regulations.

Prerequisite: ACC-222

ACC-331 COST ACCOUNTING (3 Credits)

Accounting functions in the manufacturing environment. Product costing, overhead cost analysis, standard costs, activity based costing, variance analysis, contribution accounting, flexible budgeting, and responsibility center accounting.

Prerequisite: ACC-222

ACC-332 ACCOUNTING INFORMATION SYSTEMS (3 Credits)

Students will learn to apply their knowledge about accounting transactions to various accounting information systems. Topics will include the sources of accounting data, entry, processing, storage and output. Students will be able to identify various internal controls throughout the flow. The need for and control of changes in accounting systems will be analyzed.

Prerequisite: ACC-222

ACC-380 INTERNSHIP (1-6 Credits)

This course is aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in accounting.

Prerequisite: Junior or Senior status required

ACC-381 ACCOUNTING FIELD EXPERIENCE (1-6 Credits)

This course is aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in accounting. Students will acquire and document professional field experience and will receive 1 credit hour for every 40 hours of verified work.

Prerequisite: Junior or Senior status required

ACC-421 ADVANCED ACCOUNTING (3 Credits)

A study of specialized accounting topics. Emphasis is placed on accounting for business combinations. Additional topics include partnerships, governmental, nonprofit organizations, estates and trusts, and accounting procedures for insolvency.

Prerequisite: ACC-321

ACC-423 AUDITING (3 Credits)

Functions of financial audits and auditors' reports, audit evidence and techniques, internal control review and evaluation, application to selected financial statement topics, applications of statistics, audit of EDP systems, auditors' ethical and legal responsibilities.

Prerequisite: ACC-321, BUS-211 or MAT-151

Business Administration (BUS)

BUS-111 INTRO TO BUSINESS (1 Credit)

This course is designed for both freshman and transfer students entering the Business program. Students will be introduced to the various majors, faculty and co-curricular opportunities in the Business division, along with foundational skills for future business classes. Topics of discussion will include research, APA citation, vocation and calling, professionalism and communication skills.

Prerequisite: None

BUS-113 EXCEL (3 Credits)

A study of the features of Microsoft Excel™ by applying it to authentic workplace scenarios. Course material will provide students with the preparation needed to sit for the Microsoft Office Specialist 77-240 certification exam.

Prerequisite: None

BUS-114 DATA ANALYSIS & VISUALIZATION (3 Credits)

Students will be introduced to various tools and techniques used for collecting, cleaning, transforming, storing, analyzing and visualizing useful information in large data sets. Students successfully completing this course will have skills to tackle "big data" analytics challenges posed by most industry sectors.

Prerequisite: None

BUS-211 BUSINESS STATISTICS (3 Credits)

Descriptive statistics including measures of central tendency and standard deviation, time series analysis, statistical inference with emphasis upon testing of hypotheses and measures of association, and application of these techniques to decision-making and planning. Emphasis is placed on methods for defining, researching, analyzing, and evaluating problems found in business.

Prerequisite: BUS-114, Complete math core

BUS-212 STATISTICS FOR MANAGERS (3 Credits)

A study of the descriptive and inferential data analysis tools necessary for managers and leaders to make data-driven decisions in the 21st-century knowledge economy. Emphasis will be given to central tendencies, variation, probability, the standard error, and basic data analysis tools for problems managers will face in the performance of their professional practice.

Prerequisite: None

BUS-213 BUSINESS COMMUNICATION (3 Credits)

This course is a study of the effective communication skills as applied to business organizations, including written, oral and mediated communication. An experiential learning approach will be used to apply course knowledge to creating the communication required to start a new business or non-profit.

Prerequisite: None

BUS-215 INTERNATIONAL BUS. EXPERIENCE (3 Credits)

This course provides an opportunity for participants to acquire a hands-on overview of global business challenges and opportunities. With experienced faculty and practitioners as guides, participants will tour selected country firms and organizations and visit with industry executives with the purpose of exploring country-specific business practices and cultures.

Prerequisite: Sophomore status required

BUS-217 INTRO TO GLOBAL BUSINESS (3 Credits)

A study of globalization and its impact on the world and the individual. A variety of topics is explored including culture, regional trading-blocks and challenges and opportunities facing business today.

Prerequisite: None

BUS-219 BUSINESS TECHNOLOGY (3 Credits)

A study of emerging technological issues facing management in order to enable students to integrate technology with business strategy. Topics include E-commerce, management information systems, strategic information systems, decision support systems, executive information systems and issues of technology and culture.

Prerequisite: None

BUS-234 CUR PROB IN BUSINESS: CASE STUD (3 Credits)

A case study course in which students integrate current social issues with functional business strategies. Students analyze problems faced by specific companies and thereby learn to understand the causes for these problems, the many alternative solutions available and the impact of solutions on both the company and society in general. General topics may include strategic management of social issues, political and community responsiveness, human investment, consumer welfare, the environment and multi-national corporations.

Prerequisite: None

BUS-236 EXPERIENTIAL LEARNING PRACT (2.00 Credits)

The objective of this course is experiential learning through community projects. Students will continually develop, innovate and implement an assortment of projects that will benefit partners in the community while furthering the student's understanding of standard business practices through application of their college curriculum.

Prerequisite: None

BUS-239 BUSINESS IN A FREE SOCIETY (3 Credits)

This course provides students with a description and the analytical tools to utilize the political economy methodology of economic science. Students will examine the variations of the method used by differing schools of thought and will articulate the consequences and contrast between the schools that adopt the homo economicus versus the acting man view of human nature. This will allow them to articulate the role of business within society under free market conditions versus the conditions of interventionism. Students will compare and contrast writings from the Scholastics, Classical and Neo Classical, Austrian, Monetarist, and Keynesian perspectives and apply them to modern problems in business, policy-making, and in society.

Prerequisite: ECN-231 or ECN-232

BUS-241 PERSONAL FINANCE (3 Credits)

A study of the principles and practices of personal stewardship through the lens of a Christian worldview. Students apply learning by synthesizing their own personal financial plan. Topics include: budgeting, taxes, banking, credit, investments, retirement, estate planning, education funding, contentment and generosity.

Prerequisite: None

BUS-242 BIBLICAL PRINCIPLES OF PERSONAL FINANCE (3 Credits)

A survey of the relationships between biblical principles and personal finances. Using materials from Crown Financial Ministries®, topics covered include stewardship, debt counsel, honesty, giving, work, investing perspectives, budgeting and eternity from a biblical perspective.

Prerequisite: None

BUS-280 TOPICS IN BUSINESS (1-3 Credits)

Prerequisite: None

BUS-302 PRINCIPLES OF SELF-MANAGEMENT (3 Credits)

An examination of personal strengths and identification of areas that may assist in personal and professional growth, particularly in a business setting. Self-management includes the development of communication and management of individual and professional priorities. Emphasis is also placed on the nurture and development of personal faith and Christ-centered worldview. Other topics include communication processes within teams and cross-functional groups, goal setting and time and project management.

Prerequisite: None

BUS-317 INTERNATIONAL BUSINESS (3 Credits)

A study of international business systems within the context of the challenges of globalization. Emphasis is on fundamental economic theory and trade arguments, international monetary systems, international organizations, the role of trading blocs in regional integration, foreign direct investments, and international environmental forces, including ethical and legal considerations.

Prerequisite: MKT-251 and MGT-231

BUS-318 GLOBAL BUSINESS PERSPECTIVES (3 Credits)

An in-depth study of globalization and various global business practices. Emphasis is given to a review of global organizations and global business models in various parts of the world. Topics explored include organizational culture, global strategy, cultural intelligence and emerging markets.

Prerequisite: None

BUS-337 QUANTITATIVE METH/QUALITY CONTRL (3 Credits)

Inspection techniques and statistical quality control as it applies to production processes and purchasing function.

Prerequisite: BUS-211

BUS-339 CREATING WORKPLACE SPIRITUALITY (3 Credits)

An exploration of the opportunities to mix an individual's Christian faith with everyday business interactions. Students explore the concepts of finding meaning in a chosen work and the challenges that come to a religious workforce. Emphases include developing a working biblical definition of integrating work and faith and understanding the impacts of integrating spirituality in the workplace.

Prerequisite: None

BUS-361 BUSINESS LAW (3 Credits)

A study of the legal process, negligence, wills, trusts and estates, property law, contracts, negotiable instruments, bank deposits, secured transactions, bankruptcy, business enterprises, administrative law, agency and employment law. Emphasis is placed on the practical application of legal concepts in the business world and the relationship between the Bible and business law concepts.

Prerequisite: None

BUS-362 LEGAL BUSINESS ENVIRONMENT (3 Credits)

A study of the legal foundations of business for managers in the 21st-century workplace. A priority will be given to the various areas of administrative law, agency, and employment law applicable for sound business decision-making. Emphasis is placed on the practical application of legal concepts in business and the ways in which a Christ-centered worldview and the Christian virtues inform business law concepts.

Prerequisite: None

BUS-380 INTERNSHIP (1-6 Credits)

This course is aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations.

Prerequisite: Junior or Senior status required

BUS-381 BUSINESS FIELD EXPERIENCE (1-6 Credits)

This course is aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations. Students will acquire and document professional field experience and will receive 1 credit for every 40 hours of verified work.

Prerequisite: Junior or Senior status required

BUS-401 BUSINESS ETHICS AND VALUES (3 Credits)

A study of representative theories as they relate to various contemporary problems in business. Special consideration is given to the application of Christian ethical principles, values clarification and decision making.

Prerequisite: None

BUS-461 COST/QUALITY/TEAM MANAGEMENT (3 Credits)

An exploration of a variety of project management principles necessary to manage the resources of a project. Specific topics include project budgeting, cost estimation and control, quality assurance and control, acquiring, developing, and managing a project team, conflict management, and negotiation skills.

Prerequisite: None

BUS-462 COMMUNICATION/RISK MANAGEMENT (3 Credits)

A study of the principles of effective communication, including managing stakeholder expectations and managing risks and issues. Topics include the methodology for identifying, measuring, and responding to risks and issues, as well as the professional and social responsibilities of project management.

Prerequisite: None

BUS-463 FUNDAMENTALS OF PROJECT MANAGEMENT (3 Credits)

An exploration of the framework and fundamental methodologies of project management. Topics include foundational concepts around requirements gathering, scope management, change control, and time management, as well as an introduction to common tools and techniques and the process required to become a certified Project Manager.

Prerequisite: None

BUS-469 CASE STUDY/ANALYSIS (3 Credits)

This course will cover a range of business scenarios through the case study methodology. Students will be asked to apply business knowledge and analytical frameworks to identify, analyze, and solve business programs with a focus on strategic thinking and innovative solutions. This course offers practical experience in informed decision-making and recommendations in high-stakes, real-world context. *Prerequisite:* Junior or Senior status

Prerequisite: None

BUS-470 DIRECTED READINGS (1-3 Credits)

Prerequisite: None

BUS-480 ADVANCED TOPICS (3 Credits)

Prerequisite: None

BUS-490 INDEPENDENT STUDY (1-3 Credits)

Prerequisite: None

Computer Information Systems (CIS)

CIS-211 FOUNDATIONS OF INFORMATION SYSTEMS (3 Credits)

Information systems are an integral part of all business activities and careers. This course is designed to introduce students to contemporary information systems and demonstrate how these systems are used throughout global organizations. The focus of this course will be on the key components of information systems - people, software, hardware, data, and communications technologies - and how these components can be integrated and managed to create competitive advantage.

Prerequisite: None

CIS-380 INTERNSHIP (1-6 Credits)

This course is aimed at practical work experience in a situation where decisions are made concerning equipment, programming or workflow operations.

Prerequisite: Junior or Senior status required

CIS-381 COMPUTER INFO SYS FIELD EXP (1-6 Credits)

This course is aimed at practical work experience in a situation where decisions are made concerning equipment, programming or workflow operations. Students will acquire and document professional field experience and will receive 1 credit hour for every 40 hours of verified work.

Prerequisite: Junior or Senior status required

CIS-470 DIRECTED READINGS (1-3 Credits)

Prerequisite: Junior or Senior status required

CIS-480 ADVANCED TOPICS (3 Credits)

Prerequisite: None

CIS-490 INDEPENDENT STUDY (1-3 Credits)

Prerequisite: Junior or Senior status required

Creativity and Innovation (CRI)

CRI-101 CREATIVITY, INNOVATION & PROB SOLVING (2 Credits)

Students will unleash their creative potential to enrich their life and the world as they examine the creative processes, the lifestyles of creative people, the environments and methods of innovative organizations, and the tools of problem solving techniques.

Prerequisite: None

CRI-140 CIHI HONORS I (3 Credits)

Readings from Antiquity provides foundational understanding of mythical and philosophical themes at the root of Western civilization. In conjunction with the readings, students will examine related topics, current events, and ethical issues such as Euthanasia, Virtues, and Oral History using interdisciplinary problem solving approaches, context lectures, emerging documentation and problem-based learning. Must be in the CIHI program.

Prerequisite: None

CRI-141 CIHI HONORS II (3 Credits)

Readings from Late Antiquity to Early Medieval follows the full transformation and integration of Christian civilization—good, bad and ugly, with particular interest on the life of the mind and the imagination for the believer. In conjunction with the readings, students will examine related topics, current events, and ethical issues such as Personality, Human Sexuality, and Problem of Evil using interdisciplinary problem solving approaches, context lectures, and problem-based learning. Must be in the CIHI program.

Prerequisite: Take IDS-140 or CRI-140

CRI-202 CREATIVITY IN THE CONCEPTUAL AGE (3 Credits)

A course outlining the six essential human abilities needed to survive in the Conceptual Age: Design, Storytelling, Systems Thinking, Empathy, Play and Meaning.

Prerequisite: None

CRI-205 STRATEGIES INNOVATIVE THOUGHT & DESIGN (3 Credits)

An examination of the latest Creative Problem Solving Techniques (CPS), Design Thinking Tools (DT), and Human Centered Design (HCD). Students will learn to use, lead others, and analyze CPS, DT and HCD effectively in real world situations. Emphasis will be placed on how innovative thought can be applied to their specific major and personal endeavors.

Prerequisite: None

CRI-240 CIHI HONORS III (4 Credits)

Readings from Renaissance to Enlightenment will show the fusion of humanistic ideas and trajectories in science, politics, philosophy, and theology. Students will examine related topics, current events, and ethical issues such as Culture Making Ecclesiology, and Family Systems using interdisciplinary problem solving approaches, context lectures and problem-based learning.

Prerequisite: Take IDS-141 or CRI-141

CRI-241 CIHI HONORS IV (4 Credits)

Readings from Modernity show the displacement of theistic visions by thorough-going revisions of human knowing and acting. Students will examine related topics, current events, and ethical issues such as Just War, Diplomacy, and Evolution using interdisciplinary problem solving approaches, gamification, emerging documentation, and problem-based learning.

Prerequisite: Take IDS-240 or CRI-240

CRI-312 SCIENCE OF HUMAN INNOVATION (3 Credits)

This course examines the psychology and neuroscience behind creativity and the sociological research on situations, contexts, and networks of creative activity.

Prerequisite: IDS-202 or CRI-202

CRI-313 STRATEGIES FOR INNOVATION AND DESIGN II (3 Credits)

In this highly experiential course, students will experience "Design Doing." They will use a variety of design thinking methods while working in teams to design a better product, service, process, space, or experience. Emphasis will be placed on using existing best practice methods for empathy, observation, brainstorming, prototyping, and implementation, and experimenting in the creation of new methods.

Prerequisite: Take IDS-205 or CRI-205

CRI-340 CIHI HONORS V (1 Credit)

A seminar of the great books covering the 20th and 21st century from writers such as Churchill, Carse and Derrida.

Prerequisite: Take IDS-241 or CRI-241

CRI-341 CIHI HONORS V (LAB SCIENCE) (1 Credit)

A field study of plants, soil and ecosystems with applications to planning, management and ecological sustainability. Includes analysis and interpretation of field data and the care of a community garden.

Prerequisite: Junior status

CRI-413 STRATEGIES FOR INNOVATION & DESIGN III (3 Credits)

In this final course in the SITD series, students will master the step-by-step design and innovation process by leading others through various experiences. Emphasis will be placed on project management skills and developing tools for training others in the process.

Prerequisite: Take IDS-313 or CRI-313

CRI-450 CREATIVE EMERGENCE (3 Credits)

This course is the culminating course of creativity content which is designed to help students integrate creative theory with their talents, career, and personal endeavors. Students will be required to complete a research paper based on current theories and present it both verbally and in writing.

Prerequisite: IDS-202, Junior or Senior status required, IDS-205

Data Analytics (DAT)

DAT-340 BUSINESS INTELLIGENCE SOFTWARE (3 Credits)

This course provides an introduction into the effective use of business intelligence software and engages the student with agile approaches to data warehousing, the intelligence life cycle and architecture. Students will analyze and present the case for the use of business intelligence from an ethical and entrepreneurial point of view.

Prerequisite: BUS-114

DAT-342 SPREADSHEET ANALYSIS & DECISION MAKING (3 Credits)

This course provides students with the fundamental knowledge required to effectively handle data, utilize spreadsheet and database modeling and apply computational analysis to support business decision making. Students will utilize common software packages, such as Excel and Access, to produce actionable business intelligence using the relevant statistical techniques.

Prerequisite: Take BUS-211 and MAT-122 or MAT-131

DAT-344 INTRO TO DATA MINING (3 Credits)

This course provides students with the skills necessary to effectively mine numeric and textual data, to discover their patterns, through an introduction to programming languages to cluster their analysis of such findings and to produce a data mining project that addresses a modern business context.

Prerequisite: Take BUS-211, CSC-131 and MAT-122 or MAT-131

DAT-380 INTERNSHIP (1-6 Credits)

This course is aimed at practical work experience in data analytics. Students will have opportunities to apply classroom knowledge to business world situations. Students will acquire and document professional field experience and will receive 1 credit hour for every 40 hours of verified work.

Prerequisite: Junior or Senior status required

DAT-381 DATA ANALYTICS FIELD EXPERIENCE (1-6 Credits)

This course is aimed at practical work experience in data analytics. Students will have opportunities to apply classroom knowledge to business world situations. Students will acquire and document professional field experience and will receive 1 credit hour for every 40 hours of verified work.

Prerequisite: Junior or Senior status required

DAT-440 PROGRAMMING FOR BUSINESS (4 Credits)

This course provides students with the skills necessary to develop reasonable solutions to business problems through the application of commonly used business programming languages and how they inform database design and applications.

Prerequisite: BUS-114 and DAT-344

DAT-444 STRATEGIC DATA MODELING (3 Credits)

This course equips students to apply analytical tools to build data models using the relevant statistical software in order to produce strategic business intelligence. Students will utilize standard statistical findings that improve decision-making that account for incentive structures which lead to outcomes for customers and businesses that are mutually beneficial.

Prerequisite: DAT-342

DAT-460 EMERGING TRENDS IN DATA ANALYTICS (3 Credits)

This course focuses on emerging trends in business data analytics and visualization. Students will be introduced to recent developments in the field of data analysis and explore industry impacts.

Prerequisite: DAT-342

DAT-480 ADVANCED TOPICS (1-6 Credits)

Prerequisite: None

DAT-490 INDEPENDENT STUDY (1-6 Credits)

Prerequisite: None

Economics (ECN)

ECN-231 PRINCIPLES OF MACROECONOMICS (3 Credits)

Emphasis upon macroeconomic theories, principles and theories of national income determination, consumption, investment, savings, business cycles, prices and money, the banking system, and monetary and fiscal policy.

Prerequisite: None

ECN-232 PRINCIPLES OF MICROECONOMICS (3 Credits)

Emphasis upon general microeconomic theory, an introduction to theories of consumer behavior, product demand, cost and supply, production, the firm and its markets, and capital and pricing factors.

Prerequisite: None

ECN-311 MANAGERIAL ECONOMICS (3 Credits)

A survey of microeconomic/macroeconomic theory as related to the manager's environment. Topics include an introduction to theories of consumer behavior, product demand, cost and supply, production, the firm and its markets, capital and pricing factors, theories of national income determination, consumption, investment, savings, business cycles and monetary and fiscal policy.

Prerequisite: None

ECN-321 INTERMEDIATE MICROECONOMICS (3 Credits)

This course is designed to provide students with the tools from intermediate microeconomics, game theory, and industrial organization that they need to make sound managerial decisions. Topics include present value analysis, supply and demand, regression, indifference curves, isoquants, production, costs, and the basic models of perfect competition. Readings include essays by several Nobel Prize-winning economists.

Prerequisite: ECN-232

ECN-334 MONEY AND BANKING (3 Credits)

This course will focus on the role of money in the economy. Topics include money flows, the Federal Reserve System, banking regulation and performance.

Prerequisite: ECN-231

ECN-335 INTERMEDIATE MACROECONOMICS (3 Credits)

A detailed study of international trade and finance with both macro and micro applications. Topics include international accounting standards, exchange rates, foreign direct investment, international markets and financial control in an international setting.

Prerequisite: ECN-231 or ECN-232

ECN-336 INTERNATIONAL DEVELOPMENT ECONOMICS (3 Credits)

Theoretical and empirical investigation of economic development of under-developed countries. Includes a study into the nature and causes of poverty along with discussions on our role as Christians in the third world developing countries. The course includes a case-study of a low-income nation using various standard of living measures.

Prerequisite: ECN-231 or ECN-232

ECN-340 FAMILY ECONOMICS (3 Credits)

The purpose of this course is to utilize economic theory in order to analyze the decisions of households as well as how macroeconomic realities alter the decisions of families. The course will also examine the determinants of age at first marriage, family structure, fertility decisions and failure. In addition, the course will examine how intergenerational decision-making impacts children and their health, education and future family decisions. Special attention will be given to the Christian worldview of family structure while examining competing worldviews.

Prerequisite: ECN-231 or ECN-232

ECN-342 ECONOMICS OF SPORT (3 Credits)

This course applies concepts from principles of microeconomics to the analysis of the business of sport. Students will analyze the use of price controls and revenue sharing, ticket pricing and profit maximization, the economic impact and ethics of amateurism, collective bargaining and antitrust issues, monopsony and monopoly conditions, the determinants of professional salaries. Students will also be challenged to apply the Christian virtues of justice and wisdom in the midst of the economic realities of both amateur and professional sport.

Prerequisite: ECN-231 or ECN-232

ECN-344 HEALTH CARE ECONOMICS (3 Credits)

The purpose of this course is to introduce students to health economics, as well as the realities of scarcity, uncertainty, risk and government policy in the markets for health care. Attention will be given to U.S. health insurance markets and policy, preventative care, affordability for the poor via Medicare and Medicaid, asymmetric information between providers, insurers and consumers, pricing for pharmaceuticals under Medicare Part D, hospitalization and end of life care, as well as comparing the U.S. healthcare system with those of other nations. The Christian worldview will be articulated with respect to human dignity and mercy and how the Hippocratic principles compare to them.

Prerequisite: ECN-231 or ECN-232

ECN-380 INTERNSHIP (1-6 Credits)

This course will be aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in economics.

Prerequisite: Junior or Senior status required

ECN-381 ECONOMICS FIELD EXPERIENCE (1-6 Credits)

This course will be aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in economics. Students will acquire and document professional field experience and will receive 1 credit hour for every 40 hours of verified work.

Prerequisite: Junior or Senior status required

ECN-470 DIRECTED READINGS (1-3 Credits)

Prerequisite: None

ECN-480 ADVANCED TOPICS: ECONOMICS (1-3 Credits)*Prerequisite:* None**ECN-490 INDEPENDENT STUDY (1-3 Credits)***Prerequisite:* Junior or Senior status required

Finance (FIN)

FIN-280 TOPICS IN FINANCE (1-3 Credits)*Prerequisite:* None**FIN-341 PRINCIPLES OF FINANCE (3 Credits)**

Basic theoretical framework for decision-making in financial management and the role of the financial manager in capital budgeting, investing and financing activities.

Prerequisite: ACC-222 (or take concurrently), ACC-221**FIN-342 CORPORATE FINANCE (3 Credits)**

This course will focus on business application of the principles of finance. Business case studies will be used to relate financial theory to business practice. Current financial topics will be analyzed.

Prerequisite: FIN-341**FIN-345 FINANCIAL MANAGEMENT (3 Credits)**

A basic theoretical framework for decision making in financial management and the role of the financial manager in achieving liquidity and profitability. Ratio analysis, working capital management, capital project evaluation, valuation, risk and financial environment are covered.

Prerequisite: Take ACC-324, ACC-325**FIN-351 FINANCIAL FUNDAMENTALS FOR MANAGERS (3 Credits)**

A study of the fundamentals of finance as they relate to management. Through fast-paced discussion, students will review basic concepts of accounting, finance, economics and international monetary issues. Specific topics will include review of basic organizational financial statements, ratio analysis, debt and equity securities, security valuation and time value of money.

Prerequisite: None**FIN-371 INVESTMENTS (3 Credits)**

This course will focus on the allocation of capital in the capital markets. Topics include the operation and regulation of investment markets, investment asset classes, portfolio management, analysis of risk and return and investment trading.

Prerequisite: FIN-341**FIN-372 SECURITIES BROKERAGE (3 Credits)**

This course will focus on the securities industry and the brokerage business. Topics include financial ethics, the regulatory environment, client relations, investment planning, security analysis and transaction procedures.

Prerequisite: FIN-341 and FIN-371**FIN-373 REAL ESTATE MANG/INVEST (3 Credits)**

This course will focus on the basic principles of real estate management and investment. Topics include real estate markets, characteristics of real estate, appraising methods, government regulation, licensing and ethical considerations.

Prerequisite: FIN-341**FIN-374 INSURANCE & RISK MGMT (3 Credits)**

This course will focus on the basic principles of insurance and risk management. Topics include personal and business insurance vehicles, business exposure, types of coverage and minimizing risk.

Prerequisite: ACC-222**FIN-376 MGT OF FIN INSTITUTIONS (3 Credits)**

This course will focus on the financial management of retail banks, commercial banks and other financial intermediaries. Topics include risk management, asset composition, capital adequacy, liquidity and the regulatory environment.

Prerequisite: FIN-341**FIN-380 INTERNSHIP (1-6 Credits)**

This course will be aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in finance.

Prerequisite: Junior or Senior status required**FIN-381 FINANCE FIELD EXPERIENCE (1-6 Credits)**

This course will be aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in finance. Students will acquire and document professional field experience and will receive 1 credit hour for every 40 hours of verified work.

Prerequisite: Junior or Senior status required**FIN-382 FOUND PERSONAL FIN PLANNING (3 Credits)**

This course will cover special topics in finance which allow students more advanced study in specific areas of personal financial planning. Topics include client communication, behavioral finance theory, financial statement preparation and analysis, risk management and insurance, time value of money, education funding, investments, retirement, estate planning, economics and ethics. This course is beneficial to all students who wish to advance their personal financial planning skills.

Prerequisite: ACC-222, FIN-341**FIN-384 EMPLOYEE BENEF & RETIRE PLAN (3 Credits)**

This course focuses on retirement planning, especially considering the extent of benefits offered by employers and the government. Major topics include retirement goals and needs analysis, Social Security, Medicare/Medicaid, types of retirement plans, regulatory rules and taxes, distribution strategies, key factors affecting plan offering by employers including nonqualified executive benefit plans and other topics.

Prerequisite: FIN-341**FIN-386 ESTATE PLANNING (3 Credits)**

This class covers the estate planning process, wealth and the wealth transfer process, including the basic documents needed for an estate plan, property ownership and the probate process. Topics include planning and activities for property titling and transfer, gift and estate tax, trusts, wills and power of attorney, advanced directives, business transfers and postmortem affairs.

Prerequisite: Take FIN-341**FIN-388 CERT FIN PLANNING ® CAPSTONE (3 Credits)**

In this course, a student will demonstrate his or her ability to integrate and apply knowledge of financial planning topics through the completion of case studies and experiential opportunities. Such opportunities will include the development of a financial plan and the presentation of his or her planning recommendations. The course requires students to perform all functions of the financial planning process and apply the CFP Board's Practice Standards including the development and delivery of a comprehensive financial plan.

Prerequisite: Take ACC-327, FIN-371, 374, 382, 384, 386**FIN-470 DIRECTED READINGS (1-3 Credits)***Prerequisite:* None

Management (MGT)

MGT-215 INTRO TO SPORT MGT (3 Credits)

An overview of the diverse field of Sports Management. This course includes an in-depth examination of various careers, training and necessary courses of study. Additionally, management skills along with related speaking and writing competencies are emphasized.

Prerequisite: None

MGT-221 NONPROFIT LEADERSHIP (3 Credits)

The course will provide the student with an introduction to non-profit administration, program evaluation, community development and organizing, an overview of the non-profit sector and philanthropy.

Prerequisite: None

MGT-231 PRIN OF MANAGEMENT (3 Credits)

This course is an introduction to the four management functions including planning, organizing, leading and controlling. Students will also discuss the integration of faith and business in both personal and corporate contexts.

Prerequisite: None

MGT-232 ENTREPRENEURSHIP (3 Credits)

This course reviews and explores important skills and practices used to develop creative, innovative, and successful businesses. Entrepreneurial models focusing on sustainable business development are presented and evaluated to assess emerging customer needs, resource requirements, product and service development, marketing strategies, and economic and social contributions.

Prerequisite: None

MGT-233 LEADERSHIP STUDIES (3 Credits)

An overview of the fundamentals of leadership. Using a combination of both theory and practical applications from case studies, students explore issues involved with solving business problems, group interactions and techniques of group presentations.

Prerequisite: None

MGT-238 PRINCIPLES OF LEADERSHIP (3 Credits)

Students will engage in a basic study of current theories of leadership. Through a variety of presentation methods, small group work, self-reflection, and peer review, students will observe and practice leadership principles, while identifying personal styles and preferences.

Prerequisite: None

MGT-270 READINGS IN LEADERSHIP (1 Credit)

This is primarily a readings course, which requires the student to read leadership literature, interview a leader, and write a personal philosophy of leadership. In these activities, the student will analyze, synthesize, and evaluate findings.

Prerequisite: None

MGT-280 SPECIAL TOPICS (1-3 Credits)

Prerequisite: None

MGT-314 MANAGEMENT AND LEADERSHIP (3 Credits)

An examination of current leadership theories and their application to management problems. Leadership behavior and its relationship to both organizational structure and individual personality style is discussed, with an emphasis on the application of leadership theories to actual situations.

Prerequisite: None

MGT-315 NEGOTIATION & CONFLICT RESOLUTION (3 Credits)

A study of the development of communication and management skills necessary for successfully resolving conflict situations.

Prerequisite: None

MGT-316 MANAGING THE NOT-FOR-PROFIT ORG (3 Credits)

An examination of the role of management in the not-for-profit organization. Topics include marketing, legal issues, insurance, finance, fundraising, human resources and technology.

Prerequisite: None

MGT-317 ORGANIZATNL BEHAVIOR & PROCESSES (3 Credits)

An examination of organizational behavior, structure and processes. The course focuses on individual and group roles in the organization and the effects of cultural elements on motivation and productivity.

Prerequisite: None

MGT-319 STRATEGY/PLANNING FOR MINISTRY ORGANIZA (3 Credits)

An examination of the successful and unsuccessful strategic planning practices in organizations with emphasis on strategic planning's role in strengthening the ministry organization. Practical applications direct leaders in creating a planning process for their organizations.

Prerequisite: None

MGT-321 LEGAL/ETHICAL ISSUES IN SPORT (3 Credits)

This course is an overview of the laws that significantly impact the world of sport in the United States. Additionally, there will be much discussion on the ethical side of sport in our world and society. Students will also discuss the integration of faith into sport as we search for ways to redeem sport for Kingdom purposes.

Prerequisite: None

MGT-322 SPORT FACIL/MGT & DESIGN (3 Credits)

This course is a comprehensive overview of facility design and management in the sport industry. The course will include planning and designing facilities that include all levels of sport from professional to recreational venues. Focus will also be placed on managing these facilities with emphasis on maintenance, supervision, scheduling, renovation and innovation. Management functions specific to sport will be explored. The course will be designed to focus on practical, hands-on experiential learning. This will include visits to a variety of sport facilities for knowledge and evaluation purposes. A sport management practicum will also be incorporated into the course.

Prerequisite: None

MGT-325 CREATING & MANAGING DIVERSITY PROGRAMS (3 Credits)

A focus on assessing diversity within an organization, designing a diversity plan, implementing the plan and measuring success. Leaders examine the impact Christian worldview and global strategies have on their diversity program.

Prerequisite: None

MGT-330 HUMAN RESOURCES MGT FOR NON-PROFITS (3 Credits)

This course provides the fundamental concepts, terminology and technical basics involved in public sector human resources management to deal effectively with the human issues in the workplace. Instructors and guest speakers use lectures, case studies and discussions to provide real world perspectives, along with a focus on ethics in human resources management.

Prerequisite: MGT-221 or MGT-231

MGT-331 PROJECT MANAGEMENT INSTITUTE (3 Credits)

This course involves participation in an intensive regional semester-long intercollegiate competition facilitated by PMI (the Project Management Institute). Undergraduate and graduate students are tasked with ideating, planning and partially executing a fully developed project plan to achieve a specified objective. Products of the project include real-life solutions to complex problems and involve multiple stakeholder meetings, in-depth research and creative problem-solving. This course fulfills competencies of and is equivalent to MGT-336 (Project Management) and can be repeated in multiple years for additional credit. Potential students are selected and invited by faculty to participate.

Prerequisite: MGT-231

MGT-332 HUMAN RESOURCES MANAGEMENT (3 Credits)

The objectives, functions, and organization of personnel programs; recruitment, selection, training, evaluation, development, and promotion; wage incentives, fringe benefits, OSHA, and the collective bargaining process.

Prerequisite: MGT-231

MGT-333 OPERATIONS & SUPPLY CHAIN MGT (3 Credits)

This course surveys the field of operations management and focuses on the systematic planning, design and operation of processes to produce goods and services, including management tools, quality issues and process engineering and lean/continuous improvement.

Prerequisite: MGT-231, BUS-211 or MAT-151

MGT-335 ORGANIZATIONAL BEHAVIOR (3 Credits)

Presents integrative theory of organization behavior and human motivation as influenced by leadership, the organization itself, and social environment.

Prerequisite: MGT-231

MGT-336 PROJECT MANAGEMENT (3 Credits)

This course will examine key factors related to successful completion of both large and small projects. Topics will include project selection, chartering, scope, resources, scheduling, budgeting, controlling, termination and team leadership. Students will approach learning through a semester-long project planning activity.

Prerequisite: MGT-231

MGT-337 ENTREPRENEURSHIP (3 Credits)

This course reviews and explores important skills and practices used to develop creative, innovative, and successful businesses. Entrepreneurial models focusing on sustainable business development are presented and evaluated to assess emerging customer needs, resource requirements, product and service development, marketing strategies, and economic and social contributions.

Prerequisite: None

MGT-338 LEADERSHIP IN ACTION (3 Credits)

This class focuses on how to make change. It compares telling, forcing, participating and transcending strategies, and moves students beyond the textbook to consider a Christian perspective. The primary learning techniques involve analyzing films and engaging in a real world project.

Prerequisite: MGT-238

MGT-339 INTERNATIONAL MANAGEMENT (3 Credits)

A focus on management challenges associated with developing strategies and managing the operations of enterprises whose activities stretch across national boundaries. International firms will be examined with special emphasis on the management of resources and production.

Prerequisite: MGT-231

MGT-341 FUND DEVELOPMENT (3 Credits)

This course provides an overview of fund development, fund-raising strategies and sources to consider as part of a healthy fund-raising program. It will discuss the principles of non-profit finance. Grant writing will also be covered.

Prerequisite: MGT-221

MGT-343 NON-PROFIT LAW/GOVERNANCE (3 Credits)

A practical look at non-profit governance, including organizational life cycles and best practices. Topics include starting a non-profit, non-profit law, board governance, public policy and advocacy and how to monitor and evaluate the Executive Director.

Prerequisite: MGT-221

MGT-361 SPORT MEDIA RELATIONS & EVENT MGT (3 Credits)

Creating the goals and philosophy of events, event planning and scripting, entertainment programming, security, traffic and first-aid services, managing relations with the media, connecting with the community and philanthropic alignment. Practical field experience would be included.

Prerequisite: MGT-215

MGT-364 SPORT IN SOCIETY (3 Credits)

Interaction between social institutions and sports. Inquiry into how various behavior, psychological and social variables interact in the culture of sport, trends and patterns of change in the culture of sport. Practical field experience would be included.

Prerequisite: None

MGT-380 INTERNSHIP (1-6 Credits)

This course is aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in management or sports management.

Prerequisite: Junior or Senior status required

MGT-381 MANAGEMENT FIELD EXPERIENCE (1-6 Credits)

This course is aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in management or sports management. Students will acquire and document professional field experience and will receive 1 credit hour for every 40 hours of verified work.

Prerequisite: Junior or Senior status required

MGT-432 CAPSTONE SEMINAR: STRATEGIC MANAGEMENT (3 Credits)

This course is the senior level capping course designed to integrate the knowledge and techniques studied in other courses such as accounting, economics, finance, management, marketing, and quantitative methods. It is also designed to provide experience in formulating organizational strategies and policies for meeting specified organizational strategic and operational goals. The case and business game approach is used.

Prerequisite: 75 completed hours required

MGT-433 STRATEGIC BUSINESS FOUNDATION (3 Credits)

A case study course with application made to major functions of business within the context of social, technological, economic, political and physical environment. Completion of all courses in the Bachelor of Science in Business Administration & Leadership program is necessary for the successful completion of this course.

Prerequisite: None

MGT-434 ORGANIZATIONAL THEORY/DEV & CHANGE (3 Credits)

This course focuses on organizational theory with a special emphasis on the organizational development cycle and change management techniques.

Prerequisite: MGT-231 & MGT-335

MGT-438 ORGANIZATIONAL STRATEGIC MANAGEMENT (3 Credits)

The study and application of tools and methodologies for strategic management of organizations. Course topics include SWOT analysis, internal and external factor analysis, competitive matrices and the development of appropriate organizational strategies.

Prerequisite: None

MGT-441 MANAGEMENT PROJECT (3 Credits)

A course in which students produce an individual capstone paper and presentation demonstrating the ability to apply and integrate the knowledge and techniques studied in previous courses to a current business problem. Completion of all courses in the Bachelor of Science in Organizational Management program is necessary for the successful completion of this course.

Prerequisite: None

MGT-470 DIRECTED READINGS (1-3 Credits)

Prerequisite: None

MGT-480 ADVANCED TOPICS (3 Credits)

Prerequisite: None

MGT-490 INDEPENDENT STUDY (1-3 Credits)

Prerequisite: None

Marketing (MKT)

MKT-232 PERSONAL BRANDING STRATEGIES (3 Credits)

This course takes a proactive posture towards Name, Image, and Likeness as a highly relevant subject in both sport management and marketing. COSMA (Commission on Sport Management Accreditation) considers "Excellence in sport management education requires that the design of each program offered by the academic unit/sport management program be consistent with current, acceptable practices and the expectations of professionals in the academic and sport management communities." This highly relevant area of NIL serves that specific purpose in both sport management and marketing.

Prerequisite: None

MKT-251 PRINCIPLES OF MARKETING (3 Credits)

An introduction to marketing centered on the areas of product, pricing, distribution, and promotion with specific application to market orientation and the marketing function.

Prerequisite: None

MKT-252 INTRODUCTION TO MARKETING (3 Credits)

An introduction to basic marketing principles focused on traditional marketing applications in decision-making and the marketing function. Emphasis is placed on marketing consumer and industrial goals as well as analysis of marketing functions and institutions. Marketing appropriate for 21st-century business environments will also be included, to include the influence of social media on principles and applications of marketing strategies.

Prerequisite: None

MKT-342 DIGITAL MARKETING (3 Credits)

This course will give students both theoretical knowledge of the internet as a marketplace and practical experience with the digital marketing function. Students will run ad budget management simulations, learn about analytics and develop digital marketing strategies. By the end of the course, students will be able to contribute to a company's online presence and improve its digital marketing strategies, while critically examining the digital marketing landscape through a Christian worldview. Course topics will include web analytics, SEO, SEM, online advertising, email marketing and other digital marketing core competencies.

Prerequisite: None

MKT-350 MARKETING MANAGEMENT (3 Credits)

A systematic assessment of marketing strategies and plans, and the roles, responsibilities and tools of the marketing manager to develop, deploy and execute them. Application to cases, articles and current market dynamics will be leveraged.

Prerequisite: MKT-251

MKT-351 FUND OF APPL MARKETING MGMT (3 Credits)

This course focuses on the application of marketing principles for the 21st-century organizations with a focus on the traditional areas of product, pricing, distribution and promotion but also the ways in which technology and globalization have changed the marketing landscape for managers.

Prerequisite: None

MKT-352 MARKETING RESEARCH (3 Credits)

An analysis of research methodology, including both quantitative and qualitative traditions of inquiry and the skills needed to conduct market research and resolve marketing related problems. Emphasis will be placed on the mechanics of basic market research.

Prerequisite: BUS-211 or MAT-151 and MKT-251

MKT-353 MARKETING COMMUNICATIONS (3 Credits)

An integrated study of the strategy and methods of advertising campaigns, including print, radio, television, Internet, direct mail, public relations and viral marketing. This course provides "hands-on" practice working with real clients and businesses, emphasizing message elements, primary research, the creative process, copyrighting and pitching ideas in oral presentations.

Prerequisite: Take MKT-251 or COM-215

MKT-355 RETAILING (3 Credits)

A study of topics related to retail businesses. Topics include management methods, location analysis, store organization, personnel planning, merchandising, buying and pricing techniques, identifying target markets, public relations, and cost management.

Prerequisite: MKT-251

MKT-357 CONSUMER BEHAVIOR (3 Credits)

Develops awareness of various aspects of consumer motivation and behavior. Provides understanding of influences of business and environment and how each will affect consumer purchase decisions.

Prerequisite: MKT-251

MKT-358 SALES MANAGEMENT (3 Credits)

Analyzes development and administration of the sales effort within the marketing organization. Included will be an assessment of the administrative functions required to manage the sales function as well as personal skills needed to function in a sales environment.

Prerequisite: MKT-251

MKT-359 INTERNATIONAL MARKETING (3 Credits)

A study of global markets within the context of general, regional and country-specific environmental forces, including managerial challenges of implementing international marketing strategies. Emphasis is on environmental analysis, international marketing strategies, and current international marketing issues, including the challenges of standardization, adaptation, marketing laws and ethical considerations and practices.

Prerequisite: MKT-251

MKT-362 SPORT MARKETING AND SALES (3 Credits)

Marketing mix and its connection to the strategic plan of the organization; identification and critique of the major marketing strategies in sport, preparing local economic analysis necessary to develop a sales program strategy, creating a program of incentives for sales personnel. Practical field experience is included.

Prerequisite: MKT-251, MGT-215

MKT-380 INTERNSHIP (1-6 Credits)

This course is aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in marketing.

Prerequisite: Junior or Senior status required

MKT-381 MARKETING FIELD EXPERIENCE (1-6 Credits)

This course is aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in marketing. Students will acquire and document professional field experience and will receive 1 credit hour for every 40 hours of verified work.

Prerequisite: Junior or Senior status required

MKT-452 NEW PRODUCTS, SVCS AND MARKETS (3 Credits)

An in-depth view of the development of new products, services and markets leveraging Blue Ocean Strategy and case studies. Additional books, articles and guest speakers will further expand identifying, understanding, developing and exploiting new opportunities.

Prerequisite: MKT-350, Junior or Senior status required, MKT-352

MKT-470 DIRECTED READINGS (1-3 Credits)

Prerequisite: None

MKT-480 ADVANCED TOPICS (3 Credits)

Prerequisite: None

MKT-490 INDEPENDENT STUDY (1-3 Credits)

Prerequisite: None

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