DIVISION OF  
BUSINESS ADMINISTRATION  


Statement of Mission:
The mission of the Division of Business Administration at MidAmerica Nazarene University is to help students identify life’s call and to equip them to become leaders who can transform the marketplace through the application of Christian values. The division’s programs are designed with the following goals in mind:

1. To support the Christian mission of MidAmerica Nazarene University by fostering the development of sound Christian ethical practices and leadership skills which students can integrate into their professional and personal lives, by honoring the dignity and worth of all individuals and by encouraging diversity within our faculty and student body.
2. To support the general education program of MidAmerica Nazarene University and thereby further develop all MNU students through class offerings in the field of Economics.
3. To support the educational mission of MidAmerica Nazarene University by offering academically challenging fields of preparation in Accounting, Business Administration, Business Psychology, Communications/Business, International Business, Leadership and Marketing.
4. To facilitate the development of broadly educated individuals with specific skills in: problem solving, the use of business technology, delivering business presentations, business writing, teamwork, leadership, working in multicultural environments, and adapting to change.
5. To meet the needs of our stakeholders by encouraging student and faculty involvement with the church, employers and community.

FACULTY

MICHAEL L. GOUGH, Chair of the Division of Business Administration; Professor of Business, 1984--

YORTON CLARK, Associate Professor of Business, 2001
B.A., Oklahoma Wesleyan University, 1984; M.P.A., University of Missouri at Kansas City, 1993; Doctoral Candidate, Saint Louis University.

MARK C. FORD, Professor of Business, 1991--
B.A., MidAmerica Nazarene University, 1987; M.B.A., University of Kansas, 1997; J.D., University of Missouri-Kansas City, 1990.
CRITERIA FOR ADMISSION INTO THE ACCOUNTING OR BUSINESS ADMINISTRATION MAJORS:

Admission to Pre-Accounting or Pre-Business Administration for the freshman and sophomore years is open to all students. For students to be recommended for admission to the Accounting or Business Administration majors they must have met the following requirements:

1. Submit a formal application for advanced standing in the major by August 15 preceding their junior year.
2. Successful completion of the following courses with a cumulative GPA of 3.0 or better:
   a. MGMT 1803 Introduction to Business (or Econ 1503 Personal Finance)
   b. MATH 1253 Finite Math
   c. ECON 2503 Principles of Macroeconomics
   d. ACCT 2803 Principles of Financial Accounting

SENIOR COMPREHENSIVE TESTS

All seniors majoring in accounting, business administration, business psychology, communications/business, marketing, and organizational leadership must take the prescribed comprehensive(s) for their respective major(s) prior to graduation. All tests must be passed satisfactorily the first time or the specific area(s) of deficiency must be made up before graduation in consultation with the members of the business division faculty.

The Multi-Field Achievement Test for Business is a national standardized test published by Educational Testing Service, Inc. and is administered to accounting, business administration, and marketing seniors in the Fall semester.

A test, created by the Division of Business Administration, is administered to accounting, business administration, business psychology, communications/business, marketing, and organizational leadership seniors in the Spring semester on the third Saturday in January at 8 a.m.
REQUIREMENTS FOR THE MAJOR IN ACCOUNTING

I. General Education ........................................... 43-56 hours
These courses include MATH 1253, ENGL 1303, ECON 2503, and MGMT 2603.
We recommend that accounting students especially consider additional offerings in English, communications, computer science, and mathematics.

II. Accounting Major ........................................... 69 hours

ECON 1503 Personal Finance
OR
MGMT 1803 Introduction to Business
ECON 2703 Principles of Microeconomics*
ACCT 2803 Principles of Financial Accounting*
ACCT 2903 Principles of Managerial Accounting*
ACCT 3403 Intermediate Accounting I*
ACCT 3431 Intermediate Accounting I Lab
ACCT 3503 Intermediate Accounting II*
ACCT 3531 Intermediate Accounting II Lab
ACCT 3603 Federal Income Tax Accounting
ACCT 3803 Cost Accounting*
ACCT 4403 Auditing*
ACCT 4503 Advanced Accounting*
MGMT 3003 Business Communications*
MGMT 3103 Business Law I
MGMT 3203 Business Law II
MGMT 3503 Business Ethics
MGMT 3903 Business Statistics*
MGMT 4303 Production/Operations Management*
MGMT 4403 Business Finance*
COMP 4303 Management Information Systems
MGMT 4503 Human Resource Management
MGMT 4803 Strategic Management
MGMT 4903 Applied Strategic Management*

Students are to take two out of the following three courses (4 hours):
MGMT 3012 Advanced Spreadsheet Applications in Business
MGMT 3022 Database Applications in Business
MGMT 3032 Current Topics in Technology Applications in Business

III. Electives ........................................... 7-20 hours

*This course has a prerequisite.

126 hours

REQUIREMENTS FOR THE MINOR IN ACCOUNTING

B.A. with a minor in Accounting ........................................... 18 hours

ACCT 2803 Principles of Financial Accounting 3 hours
ACCT 2903 Principles of Managerial Accounting 3 hours
Upper division Accounting electives 12 hours
18 hours

126 hours
ACCT 2803 PRINCIPLES OF FINANCIAL ACCOUNTING
A study of the language of business and how accounting communicates useful information through general-purpose financial statements to people outside the business entity. Prerequisite: MATH 1253 or successful completion of an algebra placement exam. Fall

ACCT 2903 PRINCIPLES OF MANAGERIAL ACCOUNTING
The continued study of basic accounting concepts with emphasis placed on specific accounting information needed by management to support day-to-day and long-term operations. Prerequisite: MATH 1253 or successful completion of an algebra placement exam. Spring.

ACCT 3403 INTERMEDIATE ACCOUNTING I
An overview of accounting principles and the clarification of accounts presented within general-purpose financial statements. An emphasis on current accounting literature and financial accounting theory. Prerequisite: ACCT 2803 and ACCT 2903. Fall.

ACCT 3431 INTERMEDIATE ACCOUNTING I LAB
Practical applications of accounting problems to run concurrently with ACCT 3403.

ACCT 3503 INTERMEDIATE ACCOUNTING II
The continued study of financial accounting and issues related to stockholders’ equity, income measurement, and analysis of general-purpose financial statements. An emphasis on current accounting literature and financial accounting theory. Prerequisite: ACCT 3403. Spring.

ACCT 3531 INTERMEDIATE ACCOUNTING II LAB
Practical applications of accounting problems to run concurrently with ACCT 3503.

ACCT 3603 FEDERAL INCOME TAX ACCOUNTING
An introduction to current federal tax laws relating to individuals: determination of adjusted gross income, itemized deductions, exclusions and exemptions, gains and losses, determination of tax liability, withholding calculation, and tax planning. Fall, odd years.

ACCT 3803 COST ACCOUNTING
Cost accounting deals with the planning and controlling of business operations. It considers policy-making decisions using long-range planning. This course combines two perspectives of management accounting: the techniques available and their behavioral implications. Prerequisite: ACCT 2803 and ACCT 2903. Spring, even years.

ACCT 4103 ACCOUNTING SOFTWARE APPLICATIONS
In this course computers are used to apply the principles and procedures of accrual accounting. Computer accounting applications include general ledger, accounts receivable, accounts payable, invoicing payroll, inventory, and job costs. January term.

ACCT 4881-4884 INTERNSHIP
Students work with cooperating firms for on-the-job training. This course provides students the opportunity to test decision-making skills, problem, solving skills and knowledge acquired in the classroom. It also provides exposure to the opportunities, demands, problems and rewards of a particular career field. Written reports to be submitted by the firm and by the student to the professor. Consent of the professor is required before enrollment. Fall, Spring and Summer.
ACCT 4403 AUDITING
A study of generally accepted auditing standards and procedures relating to the examination of financial statements prepared by independent certified public accountants. Prerequisite: ACCT 2803 and ACCT 2903. Fall, even years.

ACCT 4503 ADVANCED ACCOUNTING
An advanced and extensive study of consolidated financial statements. Also foreign currency translation, international accounting, and other special topics to be discussed. Prerequisite: ACCT 3503. Fall, even years.

ACCT 4863 RESEARCH TOPICS IN ACCOUNTING
An investigation into the changing environment of the accounting profession. This course will introduce accounting research methods and literature review. Topics may include accounting theory, not-for-profit accounting, computer applications in accounting, or additional relevant topics. Prerequisite: consent of the instructor. Elective.

ACCT 4971-4973 DIRECTED STUDY

CERTIFIED PUBLIC ACCOUNTANT (CPA) EXAMINATION
The Accounting major will provide the student with the core courses required to sit for the CPA examination in most states. The requirements for taking the CPA examination are established by each state individually, however, and, therefore, may vary from state to state. The faculty will advise and assist each student as to individual state requirements and individual student options.

Many states are now requiring CPA candidates to have completed 150 hours of academic work. To meet this requirement, some students may choose to begin Master’s level study before taking the exam, while others may choose to take additional undergraduate hours.

REQUIREMENTS FOR THE MAJOR IN BUSINESS ADMINISTRATION

I. General Education ...................................................... 43-56 hours
These courses include ECON 2503, ENGL 1303, MATH 1253, MGMT 3903, MGMT 2603. We recommend that business administration students especially consider offerings in English, communication, computer science, and mathematics. MATH 1405 Calculus I is recommended for students in graduate school or pursuing a career in management consulting.

II. Business Administration Major .......................... 55 hours
    MGMT 1803 Introduction to Business (or ECON 1503)
    ECON 2703 Principles of Microeconomics*
    ACCT 2803 Principles of Financial Accounting*
    ACCT 2903 Principles of Managerial Accounting*
    MGMT 3003 Business Communications *
    MGMT 3103 Business Law I
    MGMT 3303 Principles of Management
    MGMT 3503 Business Ethics*
MGMT 4203 Organizational Leadership*
MGMT 4303 Production/Operations Management*
MGMT 4403 Business Finance*
MGMT 4503 Human Resource Management*
MGMT 4613 International Business
MGMT 4803 Strategic Management*
MGMT 4703 Organizational Behavior and Development*
MKTG 3303 Principles of Marketing
MGMT 4903 Applied Strategic Management*

Students are to take two out of the following three courses (4 hours):
MGMT 3012 Advanced Spreadsheet Applications in Business
MGMT 3022 Database Applications in Business
MGMT 3032 Current Topics in Technology Applications in Business

III. Electives .......................................................... 16-29 hours

*This course has a prerequisite.

MINOR IN BUSINESS ADMINISTRATION

B.A. with a minor in Business Administration ......................... 18 hours
ACCT 2803 Principles of Financial Accounting*
ECON 2503 Principles of Macroeconomics*
MGMT 3003 Business Communications*
MGMT 3103 Business Law I
MGMT 3303 Principles of Management
MKTG 3303 Principles of Marketing

*This course has a prerequisite.

MAJOR IN ORGANIZATIONAL LEADERSHIP

I. General Education .................................................. 43-56 hours
ENGL 1303 and MGMT 3903 are recommended.

II. Leadership Core .................................................... 38 hours
ECON 1503 Personal Finance
MGMT 1803 Introduction to Business
MGMT 3303 Principles of Management
MGMT 4203 Organizational Leadership
MGMT 4703 Organizational Behavior and Development*
MGMT 2703 Formation of a Leader
MGMT 3503 Business Ethics*
MGMT 4503 Human Resource Management*
MGMT 3003 Business Communications*
MKTG 3303 Principles of Marketing
MGMT 3103 Business Law I
MGMT 4803 Strategic Management*
MGMT 3032 Current Topics in Technology Applications in Business
III. Organizational track (Choose one of the following tracks) . . . . . . . . 17 hours

**Business Track**
- MATH 1253 Finite Math (general core)*
- MGMT 4613 International Business
- ACCT 2803 Principles of Financial Accounting*
- ECON 2503 Principles of Macroeconomics* or ECON 2703 Principles of Microeconomics*
- MKTG 3703 Promotion Management*
- MGMT 2603 Computer Applications in Business
- MGMT 3012 Advanced Spreadsheet Application in Business

**Christian Education Track**
- CHED 2003 Introduction to Christian Education
- CHED 3203 Christian Education of Children
- CHED 3303 Introduction to Youth and Family Ministry
- CHED 3403 Christian Education of Adults
- CHED 4603 Team Based Ministry In The Local Church
- CHED 3103 Christian Leadership

**Communications Track**
- COMM 1303 Public Speaking
- COMM 2303 Fundamentals of Interpersonal Communication
- COMM 3603 Cross-Cultural Communication*
- COMM 4603 Organizational Communication
- COMM 3403 Small Group Communication
- COMM 3803 Introduction to Public Relations

**Ministry Track**
- Biblical Literature: 3 hours
- Theology: 3 hours
- Christian Education: 3 hours
- Church History: 3 hours
- Practical Theology: 3 hours
- Philosophy: 3 hours

**Intercultural Studies Track**
- MSNS 2003 Introduction to Christian Mission
- MSNS 3103 Practice of Mission
- PRTH 3203 Evangelism and Church Growth
- BLIT 3603 Book of Acts
- PHIL 4003 Religions of the World
- PRTH 3903 Sociology of Religion

**Political Justice Track**
- Required courses:
  - POLS 1103 Democracy in America
  - CRIM 3403 Criminal Court System
  - MGMT 4983 Business Law II
Choose three electives from the following:
CRIM 3203 Criminal Law
CRIM 3603 Constitutional Law
CRIM 3703 Procedural Law
POLS 3903 American Political Parties
LEAD 4883 Political Justice Internship

Psychology Track
PSYC 1103 General Psychology
PSYC 2503 Human Growth and Development
PSYC 3203 Theories of Personality*
PSYC 3403 Adult Psychology*
PSYC 3803 Abnormal Psychology*
PSYC 4003 Psychology and Christianity*

Youth Ministry Track
CHED 3103 Christian Leadership
CHED 3303 Introduction to Youth and Family Ministry
CHED 3903 Adolescent Psychology*
CHED 4383 Youth and Family Ministry Practicum
CHED 4303 Programming for Youth and Family Ministry*
CHED 4703 Pastoral Care of Families

IV. Unrestricted Electives .................................... 13-26 hours

*This course has a prerequisite.

MINOR IN LEADERSHIP
B.A. with a minor in Leadership ............................... 18 hours

Required classes:
MGMT 2703 Formation of a Leader
MGMT 4203 Organizational Leadership

Choose four electives from the following:
CHED 3103 Christian Leadership
COMM 3703 Persuasion
COMM 4603 Organizational Communication
MGMT 3303 Principles of Management
MGMT 4703 Organizational Behavior and Development*
MGMT 4883 Internship
MGMT 4983 SIFE Internship

*This course has a prerequisite.
REQUIREMENTS FOR THE MAJOR IN COMMUNICATION/BUSINESS

Communication Courses (27 hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>COMM 1303</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>COMM 1503</td>
<td>Mass Media and Society</td>
</tr>
<tr>
<td>COMM 2303</td>
<td>Interpersonal Communication</td>
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</tbody>
</table>

Choose one course from:

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<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>COMM 3403</td>
<td>Small Group Communication</td>
</tr>
<tr>
<td>COMM 3703</td>
<td>Persuasion*</td>
</tr>
<tr>
<td>COMM 3603</td>
<td>Cross-Cultural Communication</td>
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<tr>
<td>COMM 3803</td>
<td>Introduction to Public Relations</td>
</tr>
<tr>
<td>COMM 4603</td>
<td>Organizational Communication</td>
</tr>
<tr>
<td>COMM 4703</td>
<td>Communication Theory and Research*</td>
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<td>COMM 4883</td>
<td>Internship*</td>
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Business Courses (27 Hours)

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<tbody>
<tr>
<td>ACCT 2803</td>
<td>Principles of Financial Accounting*</td>
</tr>
<tr>
<td>ECON 2503</td>
<td>Principles of Macroeconomics*</td>
</tr>
<tr>
<td>MGMT 3003</td>
<td>Business Communications*</td>
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<td>Business Law I</td>
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<td>Organizational Behavior and Development*</td>
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Choose one elective course from:

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<tbody>
<tr>
<td>MKTG 2003</td>
<td>Sales and Sales Management</td>
</tr>
<tr>
<td>MKTG 3503</td>
<td>Consumer Behavior*</td>
</tr>
<tr>
<td>MKTG 3703</td>
<td>Promotion Management*</td>
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</table>

*This course has a prerequisite

REQUIREMENTS FOR THE MAJOR IN BUSINESS PSYCHOLOGY

Psychology Courses (27 hours)

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<tbody>
<tr>
<td>PSYC 1103</td>
<td>General Psychology</td>
</tr>
<tr>
<td>PSYC 2303</td>
<td>Understanding Multicultural Behavior</td>
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<tr>
<td>PSYC 2503</td>
<td>Human Growth and Development</td>
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<tr>
<td>PSYC 3203</td>
<td>Theories of Personality*</td>
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<tr>
<td>PSYC 3403</td>
<td>Adult Psychology*</td>
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<tr>
<td>PSYC 3503</td>
<td>Psych Statistics*</td>
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<tr>
<td>PSYC 3913</td>
<td>Social Psychology*</td>
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<tr>
<td>PSYC 4203</td>
<td>Psychology of Learning*</td>
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<tr>
<td>PSYC 4903</td>
<td>Industrial/Organizational Psychology</td>
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</tbody>
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Business Courses (27 hours)

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### ECONOMICS

**ECON 1503 PERSONAL FINANCE**
A general education core course intending to prepare the student for lifelong financial planning. Emphasis is placed on setting in motion an awareness of the critical issues that must be addressed in developing a sound personal financial planning program. Spring.

**ECON 2503 PRINCIPLES OF MACROECONOMICS**
A course that studies the allocation of scarce resources in a competitive free enterprise environment. Emphasis is placed on the ways economic problems should be solved by society. Prerequisite: Sophomore standing or consent of instructor. Prerequisite: MATH 1253 or successful completion of an algebra placement exam. Fall.

**ECON 2703 PRINCIPLES OF MICROECONOMICS**
The continuation of Principles of Economics I with emphasis placed on the study of the ways economic problems should be solved by individual economic units such as farms, consumers, and industries. Prerequisite: MATH 1253 or successful completion of an algebra placement exam. Spring.

**ECON 3703 INVESTMENTS**
This course analyzes the economic importance of investments and develops the theoretical framework necessary for a systematic approach to the problems of investing. Contents include consideration of investment objectives, measurement of returns, alternative uses of investment funds, securities markets, the element of risk, tax aspects, and managing investments. Prerequisite: ECON 2703. Elective.

**ECON 4003 MONEY AND BANKING**
A study of the factors influencing bank reserves and the money supply while the Federal Reserve System and the Treasury attempt to control these same factors. Emphasis includes monetary theory and analysis of current policy issues. Prerequisite: ECON 2503. Elective.

**ECON 4963 RESEARCH TOPICS IN ECONOMICS**
This course title is designed to be flexible with the changing demands of the economic environment. Current topics in the field of economics will be discussed. Elective.

**ECON 4971-4973 DIRECTED STUDY**
MGMT 1803 INTRODUCTION TO BUSINESS
A survey course that provides an economic background to evaluate the nature and scope of today’s business environment. Emphasis is placed on social responsibility, ethical decisions, human relations, and other issues dealing with economic situations. Fall.

MGMT 2503 PRINCIPLES OF INSURANCE
A course to survey the general principles and practices in the field of insurance. Topics to be covered include type of insurance carriers and coverages, insurance contracts, risk analysis, and additional current issues. Elective.

MGMT 2603 COMPUTER APPLICATIONS IN BUSINESS
Introduction to computers as a tool for business including fundamental concepts of information literacy and technology literacy. The course will pay specific attention to the use of business application software including word processing, spreadsheets, database, graphics, presentations, and electronic communications. The course will also examine the use of the internet both in terms of website design and as a tool for gathering information. Fall, Spring, Summer. Prerequisites: MGMT 1803 and MGMT 1401 or one semester of high school Computer Application that includes Microsoft Excel or another similar spreadsheet program or consent of instructor.

MGMT 2703 FORMATION OF A LEADER
An introduction and survey of leadership and the practical skills and strategic formation needed to begin the journey of practicing balanced and effective leadership. The course teaches the fundamental principles and tools necessary for the initial development of leaders. Spring.

MGMT 3003 BUSINESS COMMUNICATIONS
A study of written and oral communication skills required in the business world. Emphasis is placed on writing skills including letters, memos and reports. Also included are opportunities for oral presentations and resume writing. This course uses Word and PowerPoint in various business applications. Prerequisite: ENGL 1203 and typing skills. Fall and Spring.

MGMT 3012 ADVANCED SPREADSHEET APPLICATIONS FOR BUSINESS
Using a problem based learning format, students learn to utilize advanced spreadsheet software tools to solve and support common management decisions. More specifically, the course covers concepts such as problem analysis, forecasting, What-If Analysis, Pivot Tables and presentation of data to enhance decision making. Prerequisite: MGMT 2603.

MGMT 3022 DATABASE APPLICATIONS IN BUSINESS
Using a combination of lectures and a problem based learning format, students will learn about the use of database systems for both decision making and e-commerce. Concepts and principles of database design and administration are covered. The students will gain hands-on experience with relational databases, data mining concepts, and Web-based data oriented applications. Prerequisite: MGMT 2603.

MGMT 3032 CURRENT TOPICS IN TECHNOLOGY APPLICATION IN BUSINESS
This course will examine current trends and developments regarding the use of technology in business. The course will consider new developments in technology from multiple perspectives. Specific attention will be given to a number of potential issues including potential applications of the technology to solve business problems, limitations of the
technology, cost factors and potential ethics concerns with new developments in technology. When possible, the course will utilize a problem bases learning format to engage the students in utilizing the technology. Prerequisite: MGMT 2603.

**MGMT 3103 BUSINESS LAW I**
The study of the legal environment of business with an overview of the general nature of law, the legal system, and the collection of laws that influence the behavior and conduct of commercial activity. Emphasis will be placed on Contract Law. Fall.

**MGMT 3203 BUSINESS LAW II**
A continuation of Business Law I with comprehensive emphasis on commercial law topics including torts, products liability, business organizations and the law of agency. Students will be given the opportunity to participate in a mock trial. Spring.

**MGMT 3303 PRINCIPLES OF MANAGEMENT**
A study of human relations and adjustments in the business organization. This course deals with problems such as proper placement of individuals on the job, methods of motivation, supervision, discipline, and promotion. Recommended: MGMT 3003. Fall and Spring.

**MGMT 3403 ENTREPRENEURSHIP**
A guide to entrepreneurship which emphasizes the development of basic management, marketing and accounting techniques uniquely important to small business. Spring.

**MGMT 3503 BUSINESS ETHICS**
This course develops conceptual models for improving the clarity and consistency of ethical judgment in business settings. A portion of the course will consider decision making skills and integrate them with ethical frameworks utilizing case analysis. Fall.

**MGMT 3903 BUSINESS STATISTICS**
An introductory course for the development of analytical and quantitative concepts needed for management applications. It is designed to prepare students to understand and communicate quantitative and statistical application in a business environment. Covered in this course is probability, forecasting, and implementation of quantitative analysis. Prerequisite: MATH 1253. Fall.

**MGMT 4103 PROJECT MANAGEMENT**
This course focuses on the project management principles and tools which are essential for today’s managers. Topics include managing project costs, schedule and scope. Project management software which aides in planning, tracking and variance analysis will also be explored. Spring.

**MGMT 4203 ORGANIZATIONAL LEADERSHIP**
A study of the dynamics of leadership in organizational contexts with attention to both theory and practice. The complementary qualities of leadership and management are examined and their impact on organizational effectiveness and corporate success is analyzed. Spring.

**MGMT 4303 PRODUCTION/OPERATIONS MANAGEMENT**
This course focuses on decision making and controlling the allocations of personnel, materials, and machine utilization in a manufacturing/service environment. Handling and control of materials, inventory, purchasing, and quality control are addressed. Students are exposed to procedures used to set standards and develop skills in estimating, forecasting, and scheduling. Spring.

**MGMT 4403 BUSINESS FINANCE**
A course in the field of managerial finance and the environment in which financial decisions are required. Emphasis is placed on the theories, concepts, tools, and techniques that assist managers to make reasonable decisions. Prerequisite: ACCT 2803 and ACCT 2903. Spring.
MGMT 4503 HUMAN RESOURCE MANAGEMENT
This course studies principles and practices in job analysis recruitment, selection, staffing, and compensation of personnel. The impact of unions and government regulations on human resource management will be studied. Prerequisite: MGMT 3303 and MGMT 3003. Fall.

MGMT 4613 INTERNATIONAL BUSINESS
The nature of international business and the three environments in which an international business person works - domestic, international, and foreign will be studied. The ways in which uncontrollable environmental forces impact each of the functional areas of the firm will also be examined. Prerequisite: MGMT 3303. Spring.

MGMT 4703 ORGANIZATIONAL BEHAVIOR AND DEVELOPMENT
This course focuses on the knowledge and application of behavioral science theories and concepts useful in organizations with special emphasis on group functions. Specifically, the mechanisms that organizations and managers use to respond to and initiate change in internal and external environments will be studied. Students will examine specific business processes from the perspective of problem solving, intervention theory and research, decision making, organizational culture and effectiveness, power and political strategies and team development. This class is normally completed in the junior or senior year. Spring. Prerequisite: MGMT 3303.

MGMT 4802 METHODS OF TEACHING SECONDARY BUSINESS
A study of various methods, techniques, organization, and strategies used in teaching business in secondary school. Includes emphasis on curriculum development. This course precedes the student teaching experience and lower level courses should be completed by this time. Concurrent enrollment in EDUC 3610 and EDUC 3614 is required. Offered on an ARRANGED basis as needed.

MGMT 4803 STRATEGIC MANAGEMENT
This course focuses on the strategic decisions and planning processes that shape the future direction of an organization. Students will utilize techniques for defining the basic purpose and objectives of an enterprise, for analyzing competitors and industries, and for matching organizational strengths with environmental opportunities. Prerequisite: senior status. Fall.

MGMT 4881-4884 INTERNSHIP
Students work with cooperating firms for on-the-job training. This course provides students the opportunity to test decision-making skills, problem solving skills and knowledge acquired in the classroom. It also provides exposure to the opportunities, demands, problems and rewards of a particular career field. Written reports to be submitted by the firm and by the student to the professor. Consent of the professor is required before enrollment. Fall, Spring, and Summer.

MGMT 4953 RESEARCH TOPICS IN MANAGEMENT
This course is designed to provide flexibility in the offering of management courses. Topics important to the business field are discussed. Elective.

MGMT 4961-4964 SIFE
SIFE is a non-profit organization whose Board of Directors consists of 100 CEO’s and top executives of some of America’s largest corporations. SIFE business supporters (over 400 corporations) provide financial support, serve as judges and provide prize money and trophies for student competitions. Student SIFE teams organized on college campuses nationwide brainstorm, design and implement programs and projects to teach others how market economies and businesses operate. Projects may include starting and operative small businesses, providing consulting for small businesses, running seminars, sponsoring debates, attending or presenting at conferences, developing K-12 entrepreneurship curriculum,
sponsoring events, publishing news articles, etc. Students may repeat the course for a total of six hours credit. Consent of the instructor is required before enrollment. Fall and Spring.

**MGMT4971-4973 DIRECTED STUDY**

**MGMT 4981-4984 SIFE LEADERSHIP**

This class is by invitation only. Students who are selected for this class will submit an application, resume and go through an extensive interview process. Students who are selected will become officers in Students In Free Enterprise (SIFE) at MidAmerica. Students who have participated in SIFE in previous semesters and/or who have served as project leaders will be given preference. This class requires SIFE officers to participate in weekly executive planning sessions and to manage a weekly SIFE meeting. There is substantial opportunity to develop and demonstrate leadership skills by directing project leaders and other business students toward the completion of community service ventures and in SIFE sponsored competitions. This class is normally completed in the Junior or Senior year. Fall and Spring.

**MGMT 4903 APPLIED STRATEGIC MANAGEMENT**

Building on the materials presented in MGMT 4803, Strategic Management, students will apply, through completion of case studies and projects, the theories of strategic management to real world business problems. Course will focus on current trends and themes in business. Prerequisite: MGMT 4803. Spring.

**REQUIREMENTS FOR THE MAJOR IN MARKETING**

I. General Education ................................................... 43-56 hours

These courses include MATH 1253, ENGL 1303, MGMT 2603 and MGMT 3903. We recommend that marketing students consider additional offerings in English and Communications.

II. Business Core .................................................... 37 hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>MGMT 1803</td>
<td>Introduction to Business</td>
</tr>
<tr>
<td>MKTG 3303</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>MGMT 3303</td>
<td>Principles of Management</td>
</tr>
<tr>
<td>MGMT 3103</td>
<td>Business Law I</td>
</tr>
<tr>
<td>MGMT 3503</td>
<td>Business Ethics*</td>
</tr>
<tr>
<td>ACCT 2803</td>
<td>Principles of Financial Accounting*</td>
</tr>
<tr>
<td>ECON 2703</td>
<td>Principles of Microeconomics*</td>
</tr>
<tr>
<td>MGMT 3003</td>
<td>Business Communications*</td>
</tr>
<tr>
<td>MGMT 3012</td>
<td>Advanced Spreadsheet Applications in Business</td>
</tr>
<tr>
<td>MGMT 3022</td>
<td>Database Applications in Business</td>
</tr>
<tr>
<td>MGMT 4303</td>
<td>Production/Operation Management</td>
</tr>
<tr>
<td>MGMT 4803</td>
<td>Strategic Management*</td>
</tr>
<tr>
<td>MGMT 4903</td>
<td>Applied Strategic Management*</td>
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III. Marketing .................................................. 21 hours

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>MKTG 3703</td>
<td>Promotion Management*</td>
</tr>
<tr>
<td>MKTG 4803</td>
<td>Marketing Research*</td>
</tr>
<tr>
<td>MKTG 2003</td>
<td>Sales and Sales Management</td>
</tr>
<tr>
<td>MKTG 4203</td>
<td>Retail Management*</td>
</tr>
<tr>
<td>MKTG 4613</td>
<td>International Business</td>
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</tbody>
</table>
**MINOR IN MARKETING**

B.A. with a minor in Marketing ................................ 18 hours

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>MKTG 2003</td>
<td>Sales and Sales Management</td>
</tr>
<tr>
<td>MKTG 3003</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>MKTG 3503</td>
<td>Consumer Behavior*</td>
</tr>
<tr>
<td>MKTG 3703</td>
<td>Promotion Management*</td>
</tr>
<tr>
<td>MKTG 4203</td>
<td>Retail Management</td>
</tr>
<tr>
<td>MKTG 4803</td>
<td>Marketing Research*</td>
</tr>
</tbody>
</table>

*This course has a prerequisite.

**MARKETING**

**MKTG 2003 SALES AND SALES MANAGEMENT**
A study of the basic principles involved in the sales process. Emphasis on technique and practical application to various sales situations. The sales function and its impact on the economics, sociological and psychological aspect of the marketplace are studied. Spring.

**MKTG 3103 PRINCIPLES OF REAL ESTATE**
A study of real estate regulations, practices, legal aspects, and professional ethics of the real estate business. Elective.

**MKTG 3303 PRINCIPLES OF MARKETING**
A middle-management (supervisory) approach to the study of marketing as it relates to the concepts of product, place, promotion and price. Recommended: MGMT 3003. Fall and Spring.

**MKTG 3503 CONSUMER BEHAVIOR**
Consideration of marketing functions and structures from the standpoint of the consumer; standards for the selection of consumer goods and protection of the consumer, emphasis on consumer motivation. Prerequisite: MKTG 3303. Fall.

**MKTG 3703 PROMOTION MANAGEMENT**
A middle-management (supervisory) approach to the study of promotion including personal
selling, sales promotion techniques to middlemen and final consumers, and mass selling techniques used in advertising and publicity (public relations). Prerequisite: MKTG 3303. Fall.

**MKTG 4103 INTERNATIONAL MARKETING**
This course identifies the key elements of international marketing or exchange as the ability to recognize foreign business opportunities, to interpret the external and uncontrollable marketing environments, and to develop an understanding of how a firm’s resources match the requirements for a profitable marketing exchange. Prerequisite: MKTG 3303 and MGMT 3303. Spring.

**MKTG 4203 RETAIL MANAGEMENT**
The value of retailing in marketing is studied. Included is an analysis of site location, purchasing, promotion, organization, personnel, and control in a retail business. Prerequisites: MKTG 3303 and MGMT 3303. Fall.

**MKTG 4803 MARKETING RESEARCH**
Evaluates the role of marketing research in marketing management. Included are the uses of research in defining, analyzing and resolving marketing problems. Consideration given to research procedures, sources of data, and management’s use of information for decision-making. Prerequisites: MKTG 3303 and MGMT 3903, MATH 3703, or MATH 2503. Spring.

**MKTG 4881-4884 INTERNSHIP**
Students work with cooperating firms for on-the-job training. This course provides students the opportunity to test decision-making skills, problem solving skills and knowledge acquired in the classroom. It also provides exposure to the opportunities, demands, problems and rewards of a particular career field. Written reports to be submitted by the firm and by the student to the professor. Consent of the professor is required before enrollment. Fall, Spring, and Summer.

**MKTG 4963 RESEARCH TOPICS IN MARKETING**
This course title is designed to meet the challenging field of marketing. Current topics important to the marketing profession to be discussed. Elective

**MKTG 4971-4973 DIRECTED STUDY**

**MKTG 4981-4984 SIFE**
SIFE is a non-profit organization whose Board of Directors consists of 100 CEO’s and top executives of some of America’s largest corporations. SIFE business supporters (over 400 corporations) provide financial support, serve as judges and provide prize money and trophies for student competitions. Student SIFE teams organized on college campuses nationwide brainstorm, design and implement programs and projects to teach others how market economies and businesses operate. Projects may include starting and operative small businesses, providing consulting for small businesses, running seminars, sponsoring debates, attending or presenting at conferences, developing K-12 entrepreneurship curriculum, sponsoring events, publishing news articles, etc. Students may repeat the course for a total of six hours credit. Consent of the instructor is required before enrollment. Fall and Spring.
PRE-LAW MAJOR PROGRAM

According to The Official Guide to U.S. Law Schools, “there is no recommended set of pre-law courses. Law schools prefer that you reserve your legal study for law school and fill your undergraduate curriculum with broad, diverse, and challenging courses. Pre-law courses that introduce you to broad legal principles may present you with enough information to decide whether you want to continue with a legal education.” MNU business students are well prepared for law school and have been admitted into nationally ranked law schools around the country. Many law school courses such as: contract law, products liability law, agency law, corporate law, business organizations, federal tax law, estates and trusts, etc. are business based. In addition to a business degree, business students should consider electives in writing, speaking, literature, American history and criminology. Business students interested in a legal career are encouraged to see the Business Division’s pre-law advisor.

REQUIREMENTS FOR THE MINOR IN LEGAL STUDIES

B.A. with a minor in Legal Studies .................................. 18 hours

<table>
<thead>
<tr>
<th>Course</th>
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<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>CRIM 3203</td>
<td>Criminal Law</td>
<td>3</td>
</tr>
<tr>
<td>CRIM 3403</td>
<td>Criminal Court Systems</td>
<td>3</td>
</tr>
<tr>
<td>CRIM 3603</td>
<td>Constitutional Law</td>
<td>3</td>
</tr>
<tr>
<td>CRIM 3703</td>
<td>Criminal Procedure</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3103</td>
<td>Business Law I</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3203</td>
<td>Business Law II</td>
<td>3</td>
</tr>
</tbody>
</table>

CAREER ALTERNATIVES IN THE DIVISION OF BUSINESS ADMINISTRATION

Your choice of an academic concentration does not lock you into a limited range of jobs. Your academic concentration will prepare you for an entry-level position in several occupational areas which may be less obvious. It is not the academic area alone that prepares you for employment, but your total range of present skills, behavior patterns and accumulated knowledge.

The following job titles represent a sampling of positions which relate directly to business administration. For further information, contact the MNU Career Development Center.

Accounting: Auditor, tax accountant, controller, cost accountant, budget and forecast accountant, revenue agent, accounting clerk, bookkeeper.

Business Administration; Marketing and Management: Salesperson, retailer, management trainee, bank officer, materials manager, marketing researcher, buyer, real estate broker, job analyst, management consultant.

General Business: Management trainee, real estate appraiser, underwriter (insurance), small business owner, real estate broker, teacher.

Law: Business graduates are well prepared for law school. The Business Administration Division does an excellent job of placing its graduates in law school programs.