

BUSINESS (BUSI)

BUSI 101 Introduction to Business 3 Credit Hour(s)

The student will study all of the major aspects of operating a modern business. Emphasis is given to business practice for both small business and large corporate enterprises.

Offered: Resident and Online

BUSI 105 The Business Experience 3 Credit Hour(s)

A hands-on course, students will engage in business fundamentals that include major business functions, entrepreneurship as a macrocosm of business, and proper business communication. Students will develop and expand job-centric skills such as career exploration, job search techniques and personal marketability.

Offered: Resident

BUSI 197 Kingdom Advisors Seminar 0 Credit Hour(s)

This course represents the annual Kingdom Advisor conference for training and collaboration with professionals in the finance/financial planning/accounting industries. This course is elective with the cost representing the amount needed to cover transportation and lodging for the conference.

Offered: Resident

BUSI 200 Enterprise Business Applications and Communications 3 Credit Hour(s)

This course examines the design, selection, implementation and management of enterprise Business solutions. The focus is on identifying critical business processes and envisioning how technology can be developed to provide solutions which generate competitive advantage. Students learn how applying frameworks and strategies around the Business Process and Organization Strategy provide a competitive advantage. Topics include MIS and IT fundamentals, Information Systems Management and Using Enterprise Business Applications for competitive advantage. The course also includes a component for Technical Writing for Information Systems. (Formerly ISYS and CMIS 110) (Crosslisted with BMIS 200)

BUSI 201 Intermediate Business Computer Applications 3 Credit Hour(s)

Resident Prerequisite: INFT 110 or INFT 111 or (INFT Excel Test with a score of 5 and INFT PowerPoint Test with a score of 5 and INFT Word Test with a score of 5)

This laboratory experience offers the student a hands-on introduction to an electronic spreadsheet, a database program, and a presentation program. Upon this foundation, intermediate database and intermediate and advanced spreadsheet skills are taught. Throughout the course, there is an emphasis on the integration of the applications as they are applied to personal and organizational tasks. This course provides the IT foundations that are applicable for all curriculums. (Formerly ISYS/CMIS 201)

Offered: Resident and Online

BUSI 205 Introduction to Business Research Methods 3 Credit Hour(s)

Resident Prerequisite: BUSI 201 or BMIT 201 and (INQR 101 or Inquiry with a score of 80)

Online Prerequisite: BUSI 201 or BMIT 201

This course introduces students to the research philosophies and approaches to business management reasoning within the biblical worldview. Students will explore a range of strategies, techniques, and procedures with which business managers collect and analyze data, report and present their research, and determine optimal data visualization techniques.

Registration Restrictions: Resident: Residential students are only able to take this course residually

Offered: Resident and Online

BUSI 223 Personal Finance 3 Credit Hour(s)

Budgets, borrowing funds, stock ownership, savings, real estate as investments, and related tax matters are among the topics covered.

Offered: Resident and Online

BUSI 230 Introduction to Probability and Statistics 3 Credit Hour(s)

Resident Prerequisite: Placement Score-Math with a score of 075 or (CLST 103 and Assessment - Mathematics with a score of 23 and Assessment - Mathematics II with a score of 15) or MATH 105 or MATH 108 or MATH 110 or MATH 115 or MATH 121 or MATH 126 or MATH 128 or MATH 131 or MATH 1XX or MATH 2XX

Online Prerequisite: Placement Score-Math with a score of 75 or (CLST 103 and Assessment - Mathematics II with a score of 15 and Assessment - Mathematics with a score of 23) or MATH 105 or MATH 108 or MATH 110 or MATH 115 or MATH 121 or MATH 126 or MATH 128 or MATH 131 or MATH 1XX or MATH 2XX

Introduction to descriptive statistics and probability, probability distributions, estimation, tests of hypotheses, chi-square tests, regression analysis, and correlation with applications in business and science. (Crosslisted with MATH 201)

Offered: Resident and Online

BUSI 240 Organizational Behavior I 3 Credit Hour(s)

This introductory course in organizational behavior integrates the management and behavioral principles, techniques, and concepts associated with the productivity of organizational resources. It focuses on human behavior in organizations and is primarily concerned with improving organizational efficiency and effectiveness through increased understanding of the behavior of people at work.

Offered: Resident and Online

BUSI 297 Seminar 1-3 Credit Hour(s)

Elective course covering various basic areas common to most businesses and organizations. May be repeated when topics differ. Open to all students; pass/fail graded.

Offered: Resident

BUSI 299 Internship 0 Credit Hour(s)

Directed applicable work experience under supervision of the Director of Business Internships and a business manager/ professional in the student's area of interest. Application processed through the Career Center. Must apply semester prior to internship.

Registration Restrictions: Sophomore status, 2.00 GPA, two courses in major, declared major, not more than one CSER behind

Offered: Resident and Online

BUSI 300 Business Communications 3 Credit Hour(s)

Essential to all business professionals is a sound understanding of the theories and practice of organizational communication. This dynamic course presents the fundamentals of written, verbal, nonverbal, and technological communication.

Offered: Online

BUSI 301 Business Law 3 Credit Hour(s)

Headlines are replete with stories of organizations experiencing crises resulting from legal and ethical failures. This course engages the student in understanding the American legal system in the context of business, highlighting key legal precedents and laws that impact the people serving in an organization and the organization itself. The course also examines diverse ethical perspectives, from a biblical perspective, and the virtue and character necessary for the marketplace to truly thrive.

Registration Restrictions: Sophomore status

Offered: Resident and Online

BUSI 302 Legal and Ethical Issues in Healthcare 3 Credit Hour(s)

Explores legal and ethical issues encountered in the provision and delivery of healthcare products and services. Topics explored include, but are not limited to, introduction to healthcare law and ethics, making ethical decisions, contracts, medical records and informed consent, privacy law, and HIPAA.

Offered: Resident and Online

BUSI 303 International Business 3 Credit Hour(s)

An introduction to the field of international business. Topics to be covered include: country differences in political economy and culture; cross-border trade and investment; the global monetary system; global strategy; global market; and product development; global operations management; and global human resources management.

Offered: Resident and Online

BUSI 304 Introduction to Health Policy 3 Credit Hour(s)

Examines procedures of how healthcare policy is developed at the federal and state levels. This course examines policy decisions and related issues that shape the healthcare organization, financing, and implementation of healthcare services and delivery systems. Ethical, social, and political issues that affect the provision of healthcare services will be evaluated.

Offered: Online

BUSI 310 Principles of Management 3 Credit Hour(s)

Management requires a balance between social (people) and technical (quantitative) perspectives, as well as between efficiency and effectiveness. This course emphasizes the application of these perspectives in each of the planning, organizing, leading and controlling functions.

Offered: Resident and Online

BUSI 311 Introduction to Healthcare Administration 3 Credit Hour(s)

Explores the field of healthcare management related to the global healthcare system. Topics explored include, but not limited to, a historical overview, theoretical foundations, and history and major characteristics of development. Addresses the application of managerial concepts and practices to healthcare organizations exploring healthcare provider types, cost, access and quality of care, and the future of health services delivery.

Offered: Resident and Online

BUSI 313 Foundations of Project Management 3 Credit Hour(s)

This course introduces the student to the field of modern project management and the fundamental processes of initiating, planning, executing, monitoring, controlling and closing projects. Students will learn the inputs and outputs and the tools and techniques of: defining the project, estimating project times and costs, developing project plans, managing risk, scheduling resources and their costs, reducing project duration, progress and performance measurement and evaluation and project closure. (Previously BUSI 413)

Offered: Resident and Online

BUSI 320 Corporate Finance 3 Credit Hour(s)

Prerequisite: ACCT 212

This course discusses the legal forms of business with a focus on the corporate structure. A discussion of corporate stocks, earnings, dividends, reorganization and failure is included. Practical application of budgeting and corporation projections are included.

Offered: Resident and Online

BUSI 321 Money and the Financial System 3 Credit Hour(s)

Prerequisite: ECNC 214 or ECON 214

This course covers the structure and operation of the U.S. and international financial systems, functions of the Federal Reserve, monetary theory, and the impact of monetary policy on financial markets and the economy.

Offered: Resident and Online

BUSI 323 Financial Analysis and Management in Healthcare 3 Credit Hour(s)

Focused on exploring the concepts of financial management in healthcare this course will explore topics related to the revenue cycle, disbursement, budgeting/forecasting, internal control, financial reporting, and contract management aspects of the healthcare organization. Differences between the goods and service industries will be explored.

This course will also survey the pros and cons of a single payer system.

Offered: Online

BUSI 330 Principles of Marketing 3 Credit Hour(s)

The study of marketing theories and tools to capitalize on buyer behavior through the contexts of Business to Consumer and Business to Business. Elements of the marketing mix (product, place, price, promotion) will be introduced and integrated into a larger marketing conceptual understanding. Analysis of marketing data to recognize ideal market segments, sales predictions and market share will be conducted.

Offered: Resident and Online

BUSI 331 Marketing Research 3 Credit Hour(s)

Prerequisite: BUSI 330 and (MATH 201 or BUSI 230)

This course will provide students with an overview of qualitative and quantitative marketing research methods. Students will identify and apply appropriate research methods to support evidence-based decision-making.

Offered: Resident and Online

BUSI 332 Consumer Behavior 3 Credit Hour(s)

Prerequisite: BUSI 330

Students in this course demonstrate their knowledge of consumer acquisition, consumption, and disposal of products and services. Students analyze buyer behavior of individual consumers, business, and governments and evaluate the influence that demographics, popular culture, and subcultures have on consumer behavior.

Offered: Resident and Online

BUSI 333 Business Analytics I 3 Credit Hour(s)**Prerequisite:** BUSI 201 and (BUSI 230 or MATH 201)

This course introduces major topics in business analytics, with an emphasis on descriptive analytical techniques and theory. Students will explore methods of data collection and analysis in gaining an understanding of variation and its impact on the business setting.

Offered: Resident and Online**BUSI 334 Business Analytics II 3 Credit Hour(s)****Prerequisite:** BUSI 333

This course continues the exploration of major topics in business analytics, with an emphasis on prescriptive and predictive analytics.

Offered: Resident and Online**BUSI 335 Leading Change 3 Credit Hour(s)**

A review of the concepts and practices of planning for and leading effective change. Students will evaluate personal and organizational approaches to change in order to identify requirements, plan and implement change.

Offered: Online**BUSI 336 Introduction to Entrepreneurship 3 Credit Hour(s)**

An overview course in the principles of establishing an entrepreneurial venture for either a for-profit enterprise or a non-profit organization.

Registration Restrictions: Sophomore status**Offered:** Resident and Online**BUSI 338 Developing Entrepreneurial Opportunities 3 Credit Hour(s)****Prerequisite:** BUSI 336

A course that expands on the principles of how to develop a business opportunity that brings value to the marketplace.

Offered: Resident and Online**BUSI 340 Organizational Behavior I 3 Credit Hour(s)**

This introductory course in organizational behavior integrates the management and behavioral principles, techniques, and concepts associated with the productivity of organizational resources. It focuses on human behavior in organizations and is primarily concerned with improving organizational efficiency and effectiveness through increased understanding of the behavior of people at work.

Offered: Online**BUSI 341 Database Concepts for Analytics 3 Credit Hour(s)****Prerequisite:** BUSI 333

This course will explore the fundamentals of relational databases as they relate to business analytics, including normalization, data modeling, and Structured Query Language to extract meaning from data for decision making. The topics of data quality and integrity will be considered, as well as the impact of big data on analytics and the traditional relational database model.

Offered: Resident and Online**BUSI 342 Human Resource Management 3 Credit Hour(s)**

Introduces the student to the human resources/personnel functions.

Topics covered include: recruitment, assessment, compensation, motivation, appraisal, development, legal environment, labor relations, employee relations, etc. Emphasis on how managers can deal with and utilize the human resources function.

Offered: Resident and Online**BUSI 343 Employee and Labor Relations 3 Credit Hour(s)****Prerequisite:** BUSI 342

A comprehensive study of collective bargaining; the negotiation process and the scope of labor contracts to include the day-to-day administration of contracts; the major substantive issues in bargaining to include their implication for public policy; and the problem of dealing with labor conflict.

Offered: Resident and Online**BUSI 344 Management of Human Resources and Health Professionals 3 Credit Hour(s)****Prerequisite:** BUSI 302 or (BUSI 304 and BUSI 311)

Explores managing human resources in the context of the healthcare organization. Focuses on applying human resource management concepts (i.e. but not limited to: recruitment, compensation, motivation, performance and talent management) in the management of human capital within the healthcare setting.

Offered: Resident and Online**BUSI 345 Leadership Theory and Practices 3 Credit Hour(s)**

An evaluation of the inter-relatedness of the followership and servant leadership is reviewed on how those traits are imperative to be an effective leader.

Offered: Online**BUSI 350 Business Information Processing 3 Credit Hour(s)****BUSI 351 System Analy/Design Comp Info 3 Credit Hour(s)****BUSI 352 Financial Planning 3 Credit Hour(s)**

This course is designed to provide an overview of the financial planning process with specific emphasis of retirement planning. Topics discussed will include: client/planner interactions; time value of money applications; personal financial statements development and assessment; cash flow and debt management; asset acquisition; education planning; planning elements of risk management; investment planning; and retirement planning; special needs planning review; integrating planning recommendations; financial planning ethics review; overview of practice management concepts.

Offered: Resident and Online**BUSI 353 Retirement Savings and Income Planning 3 Credit Hour(s)**

This course is designed to cover, retirement needs analysis, Social Security and Medicare, Medicaid, types of retirement plans, qualified plan rules and options, other tax-advantaged retirement plans, regulatory considerations, key factors affecting plan selection for businesses, distribution rules and taxation, retirement income and distribution strategies and business succession planning.

Offered: Resident and Online**BUSI 354 Estate Planning 3 Credit Hour(s)**

Estate Planning focuses on the efficient conservation and transfer of wealth, consistent with the goals of a financial planner's clients. It is a study of the legal, tax, financial and non-financial aspects of this process, covering topics such as: trusts, wills, probate, advanced directives, charitable giving, wealth transfers, and related taxes.

Offered: Resident and Online

BUSI 360 Contemporary Issues in International Business 3 Credit Hour(s)**Prerequisite:** BUSI 303

An analysis of current global developments and rapid change in areas that have the potential for an impact on the international business environment. Attention is given to the use of techniques for identifying and researching significant issues, extrapolating probable outcomes, and developing strategic responses. Corporate and entrepreneurial perspectives are considered.

Offered: Resident and Online**BUSI 365 Global Industries and Operations 3 Credit Hour(s)****Prerequisite:** BUSI 303

An introduction to the organizational and operational dynamics of the various global industries and their rapidly growing importance to the world's national economics and governments. Various aspects of the industries will be explored.

Offered: Resident and Online**BUSI 370 Dynamics of the American Automotive Dealership Industry 3 Credit Hour(s)****Resident Prerequisite:** ACCT 211**Online Prerequisite:** ACCT 211 and BUSI 310

An overview course in the Automotive Dealership Management Concentration that provides the foundation for understanding management principles that lead to successful dealership operations.

Offered: Resident and Online**BUSI 371 Supply Chain Management 3 Credit Hour(s)**

A study of the strategic importance of the supply chain and logistics functions of businesses. Includes an examination of emerging technologies such as IoT, Blockchain, RFID, and Additive Manufacturing. Humanitarian supply chains and the Christian worldview are also examined. In commerce, strategic value chain and supply-chain management (SCM) create essential competitive advantage. This course examines the integrative management and supply chain process that are directly linked to its achievement.

Offered: Resident**BUSI 372 Marketing and Sales 3 Credit Hour(s)****Resident Prerequisite:** BUSI 370**Online Prerequisite:** BUSI 330 and BUSI 370

A study of the marketing and sales roles and responsibilities with application in an automotive industry.

Offered: Resident and Online**BUSI 376 Legal, Finance, and Insurance 3 Credit Hour(s)****Prerequisite:** BUSI 301 and BUSI 370

A study of the financial impact of automotive dealerships from legal issues, cash flow, accounting principles, and insurance policies. The focus will be from the perspective of (a) the consumer, (b) the dealership, and (c) the industry.

Offered: Resident and Online**BUSI 380 Principles of Real Estate 3 Credit Hour(s)****Prerequisite:** BUSI 320

This course provides a comprehensive overview of the principles, practices, legal aspects, and ethical dimensions associated with residential and commercial real estate. This includes ownership and leasing concepts; property rights, property management, appraisals, financing, and land development.

Offered: Resident and Online**BUSI 390 Business Common Professional Components 3 Credit Hour(s)**

This course is designed to meet the common professional component for the Accreditation Council of Business Schools and Programs (ACBSP). Students in business-related programs need to attain general business competencies such that they may be better suited to understand the business environment. This course allows students to attain the minimal competencies required by ACBSP, such that their degrees are accredited as business-related programs. Covers 20 hours of the Common Professional Core.

Offered: Online**BUSI 397 Construction Project Supervision Lab 1 Credit Hour(s)****Prerequisite:** CRFT 101**Offered:** Resident**BUSI 400 Strategic Planning/Business Policy 3 Credit Hour(s)****Resident Prerequisite:** ((BUSI 205 or Research Methods-BUS230/MAT201 with a score of 5) and BUSI 320)**Online Prerequisite:** BUSI 240 and BUSI 301 and (BUSI 303 or ACCT 370) and BUSI 320 and BUSI 330

This course serves as the capstone for all business administration majors. Students integrate the concepts, techniques, and knowledge of the common professional components (CPC) of business administration. Course topics include a review of the CPC, strategic management theory/practices, and business analysis tools. Additionally, the course requires students to undertake a research project that is discipline-specific to strategic management and business decisions within a business environment.

Note: Resident: BUSI 205 will be waived for students on Degree Completion Plans prior to the catalog year of 2022-23 that have already taken BUSI 230 or MATH 201**Offered:** Resident and Online**BUSI 405 Business and Economic Forecasting 3 Credit Hour(s)****Prerequisite:** MATH 201 or BUSI 230

This course covers methods of collecting data, discovering data patterns, and selecting appropriate forecasting techniques. Time series and regression forecasting techniques are introduced.

Offered: Resident and Online**BUSI 409 Non-Profit Management 3 Credit Hour(s)**

Management principles and techniques for the administration of a non-profit organization, including churches, charities, hospitals, and government organizations.

Offered: Resident and Online**BUSI 411 Operations Management 3 Credit Hour(s)****Resident Prerequisite:** ((BUSI 310 or BUSI 311) and (BUSI 205 or Research Methods-BUS230/MAT201 with a score of 5) and ACCT 212 and BUSI 201)**Online Prerequisite:** ((BUSI 205 or Research Methods-BUS230/MAT201 with a score of 5) and ACCT 212)

This course studies the development and implementation of business and functional action strategies for firms. Further, it investigates the recent changes resulting from advances in IoT, AI, blockchain technologies, industry 4.0, smart factory, digital transformation, and other emerging concepts. Environment, capability, resource analysis, operating and platform business and performance models are discussed.

Note: BUSI 205 will be waived for students on Degree Completion Plans prior to the catalog year of 2022-23 that have already taken BUSI 230 or MATH 201**Offered:** Resident and Online

BUSI 414 Project Management I 3 Credit Hour(s)**Prerequisite:** BUSI 313

This course provides focused instruction in the first five (of nine) project management competencies as delineated in the Project Management Institute's Body of Knowledge (PMBOK): Project Integration Management, Project Scope Management, Project Time Management, Project Cost Management, and Project Quality Management. Students will apply processes to ensure project coordination, plan development processes, project plan execution processes and integrated change control processes.

Offered: Resident and Online**BUSI 415 Project Management II 3 Credit Hour(s)****Prerequisite:** BUSI 313

This course provides focused instruction in the final four (of nine) project management competencies as delineated in the Project Management Institute's Body of Knowledge (PMBOK): Project Human Resource Management, Project Communications Management, Project Risk Management, and Project Procurement Management. The course will provide students with processes to review organizational and human resource structures to develop and manage project teams; identify, analyze, plan for and respond to project risk; identify and acquire goods and services to implement and complete project plans; and, identify stakeholders, plan communications, and distribute information.

Offered: Resident and Online**BUSI 416 Leading Global Projects 3 Credit Hour(s)****Prerequisite:** BUSI 313

This course provides instruction in global project management with emphasis on the integration of the interconnected themes of strategic project management, cross-cultural effectiveness, and project leadership.

Offered: Resident and Online**BUSI 417 Studies in Information Security 3 Credit Hour(s)**

This course introduces the basic issues and principles of information system security such as security policies, their mechanisms of implementation, means attackers use to circumvent these protections, and defenses against these attackers. (Formerly ISYS 340)

BUSI 418 Research and Evidence Based Practice in Healthcare 3 Credit Hour(s)

Explores the practice of evidence-based management relative to healthcare decision making and support. Topics explored include but not limited to: evolution of evidence-based healthcare, locating and evaluating evidence, developing the capacity of healthcare managers to utilize evidence in decision making, and evidence-based healthcare in the 21st century.

Offered: Resident and Online**BUSI 419 Management of Quality Improvement and Outcomes 3 Credit Hour(s)**

Addresses the manager's role in improving healthcare quality and outcomes, including clinical and organizational improvement, technology assessment, and quality improvement practices. This course examines how improved work processes lead to quality improvement and value creation in the healthcare organization. Students will explore the contribution of operations research and quality management to improve delivery and production of healthcare services and business processes from the perspective of the healthcare professional.

Offered: Online**BUSI 420 Investments 3 Credit Hour(s)****Prerequisite:** BUSI 320

A survey of corporate securities, financial securities, security markets, investment and portfolio analysis and administration. Investment companies, commodity markets and the stock exchange are also examined.

Offered: Resident and Online**BUSI 421 Insurance Planning/Risk Management/Employee Benefits 3 Credit Hour(s)**

This course will cover the concepts and tools used in Insurance Planning, Risk Management and Employee Benefits. All three are important parts of a holistic financial plan.

Offered: Resident and Online**BUSI 422 Real Estate 3 Credit Hour(s)****Prerequisite:** BUSI 301 and BUSI 320

An overview of real estate brokerage, property rights, transfer mechanisms and documents, property evaluation, finance, investments, and property management.

Offered: Resident and Online**BUSI 423 Franchising 3 Credit Hour(s)**

Franchising is a major form of business ownership and a strategy for growing ventures. This course examines franchising from both the perspective of the entrepreneur as a franchisee and as a franchisor. Topics will include selecting a franchise, developing a franchised business model, and legal issues associated with the franchised relationship.

Offered: Online**BUSI 424 E-Commerce 3 Credit Hour(s)**

This course explores how the Internet has revolutionized the buying and selling of goods and services in the marketplace. Topics include: Internet business models, electronic commerce infrastructure, designing on-line storefronts, payment acceptance and security issues, and the legal and ethical challenges of electronic commerce.

Offered: Online**BUSI 425 Family Business Management 3 Credit Hour(s)**

This course explores the unique personal, interpersonal issues, and business issues associated with the family-owned and managed firm. Topics include challenges and opportunities for family businesses, the dynamics of family interactions within the family business culture, conflict resolution, estate planning, and succession planning.

Offered: Resident and Online**BUSI 427 Team Dynamics 3 Credit Hour(s)****Online Prerequisite:** BUSI 240 or BUSI 340

The dynamics of building a highly functioning team in order to accomplish a goal. Examination of how to choose team members and how to manage the team to deliver successful results.

Offered: Online**BUSI 428 Strategic Management and Marketing in Healthcare 3 Credit Hour(s)****Prerequisite:** BUSI 344 and BUSI 418

Focused on increasing organizational effectiveness and efficiency through strategic planning, students will develop an understanding of the strategic planning process and marketing from a healthcare perspective. Topics explored include but not limited to: importance of strategic planning in healthcare, internal and external environmental assessment, marketing healthcare services, strategy formulation, implementation, and long-term control.

Offered: Resident and Online

BUSI 429 Healthcare Economics 3 Credit Hour(s)

Explores how principles of economic analysis can be applied to the field of healthcare. This course will explore how healthcare economics is unique through an exploration of healthcare markets (including supply, demand, production, and costs) and how cost benefit analysis is performed when the output presents challenges for measurement.

Offered: Online

BUSI 430 Promotion Strategy 3 Credit Hour(s)

Prerequisite: BUSI 330

This course is open to students who desire to understand the function of Promotion within a company's Integrated Marketing Communications (IMC) plan. Emphasis is on planning, creating, and evaluating advertising, sales promotion, and publicity strategies to communicate most effectively across the optimum blend of media channels.

Offered: Resident and Online

BUSI 431 Sales Management and Professional Selling 3 Credit Hour(s)

Prerequisite: BUSI 330

This course presents each component of the sales cycle in a business-to-business selling environment. Students will master models for initiating sales contacts, identifying and defining prospect's needs, and presenting and gaining commitment for a proposed solution.

Offered: Resident and Online

BUSI 432 Retail Management 3 Credit Hour(s)**BUSI 433 Marketing Management 3 Credit Hour(s)**

Online Prerequisite: BUSI 331

Advanced study of the role and responsibilities of marketing executives. Emphasis will include: analysis of marketing opportunities and problems; planning of objectives and strategies; development of organizational structure, policies, implementation, and control; and evaluation of marketing programs.

Registration Restrictions: Senior Status

Offered: Online

BUSI 434 International Business 3 Credit Hour(s)**BUSI 435 Small Business Entrepreneurship 3 Credit Hour(s)**

A practical study in the dynamics of establishing, funding, and managing a small new enterprise, or acquiring an existing business using case studies, practical exercises, and class instruction.

Registration Restrictions: Junior/Senior Status

Offered: Resident and Online

BUSI 436 Digital Marketing in a Virtual World 3 Credit Hour(s)

Prerequisite: BUSI 330

Students explore the principles required to successfully practice marketing in the virtual world of social media and electronic commerce between and among businesses and consumers.

Offered: Resident and Online

BUSI 437 Global Marketing 3 Credit Hour(s)

Online Prerequisite: BUSI 330

This course focuses on the basic theories, concepts, and practices of Marketing in a practical and unique way. This course will delve into: 1) The Culture Environment of Global Markets; 2) Assessing Global Opportunities; 3) Developing Global Marketing Strategies; and 4) Implementing Global Market Strategies.

Offered: Online

BUSI 438 Marketing Brand Management 3 Credit Hour(s)

Online Prerequisite: BUSI 330

Students will learn how an organization's brand provides a broad definition of its purpose, uniqueness, and its package of products and services. Course topics include channel development, merchandising, marketing, and establishing and delivering the brand promise.

Offered: Online

BUSI 439 Conversion and Optimization 3 Credit Hour(s)

Prerequisite: BUSI 436

This course covers the principles, functions, and techniques of web analytics, site optimization, and conversion strategies related to digital marketing. The information covered in this course will provide students with knowledge of how to successfully reach and influence potential consumers and convert them into customers. The course also covers the financial impact of conversation strategies on the firm.

Offered: Resident and Online

BUSI 440 Compensation Management 3 Credit Hour(s)

Prerequisite: BUSI 342

This course develops the philosophy and fundamental guiding principles for wages and salaries in business institutions. This comprehensive study of compensation management also includes job analysis, administrative job evaluation, basis compensation plans, executive compensation and administrative controls.

Offered: Resident and Online

BUSI 442 Customer Retention Through Digital Marketing 3 Credit Hour(s)

Prerequisite: BUSI 436

The content of this course focuses on digital marketing strategies and techniques necessary for satisfying and retaining customers. In this course, students are presented with information and methods for driving and assessing overall lifetime customer value and resulting financial performance. The course content also encourages students to explore industry trends and their future impact on digital marketing.

Offered: Resident and Online

BUSI 443 Workforce Planning and Employment 3 Credit Hour(s)

Prerequisite: BUSI 342

This course will focus on recruitment, assessment, selection, placement and appraisal issues and methods necessary to align the organizational workforce with the strategic goals of the organization. The laws and guidelines related to the DOL, INS, EEOC, and other legal enforcement agencies as related to the staffing process will be reviewed.

Offered: Resident and Online

BUSI 444 Human Resource Development 3 Credit Hour(s)

Prerequisite: BUSI 342

This course focuses on the design, implementation, and management of employee orientation, career development, and training programs. Human resource development issues examined include strategic training, needs assessment, theories, program design, evaluation, and training methods as well as career management.

Offered: Resident and Online

BUSI 446 Retailing and Category Management 3 Credit Hour(s)

Prerequisite: BUSI 330

From an economic perspective, retailing, and category management represent anywhere from 25-30% of GDP annually. This course integrates retailing and category management into one course. The category management aspects of this course are derived from retail and supply chain perspectives.

Offered: Resident and Online

BUSI 447 Digital Marketing Analytics 3 Credit Hour(s)**Prerequisite:** BUSI 331

Students are introduced to techniques and resources required to successfully analyze data points in various digital environments to maximize the value of an organization's digital marketing efforts. Students will develop skills to evaluate meaning from those data points specifically using tools and technology from within the industry.

Offered: Resident and Online**BUSI 450 Database Management Systems 3 Credit Hour(s)****BUSI 453 Applied Marketing Analysis 3 Credit Hour(s)****Prerequisite:** BUSI 447 or BUSI 452

Building on knowledge acquired in marketing research, students will assess environmental market conditions. The course will explore principles used in construction, application, and analysis of market research necessary to exercise good judgement and develop action plans for key decision makers. Students will explore, analyze, and offer recommendations regarding market and consumer research through applied projects.

Offered: Resident and Online**BUSI 454 Practical Analytics 3 Credit Hour(s)****Prerequisite:** BUSI 334 and BUSI 341

This course provides a hands-on exploration of current business analytical tools including reporting, visualization, and prediction. Analyses will be considered in a real-world context utilizing a variety of data sets and case studies.

Offered: Resident and Online**BUSI 455 Conflict Resolution and Negotiation 3 Credit Hour(s)****Prerequisite:** BUSI 310

A review of the theories, processes and practices of conflict resolution and negotiation. Students will analyze the factors that impact negotiations and diagnose and identify negotiation strategies. Cultural aspects of conflict and negotiation will be examined.

Offered: Resident and Online**BUSI 456 Growth Enterprise: Strategy and Planning 3 Credit Hour(s)****Prerequisite:** ACCT 212 and BUSI 336

A course in the principles of managing a funded startup enterprise through the various stages of growth and the principles of leading a team of employees to achieve organizational desired outcomes.

Offered: Resident and Online**BUSI 458 Innovating into Industries and Markets 3 Credit Hour(s)****Prerequisite:** BUSI 336 and BUSI 338 and BUSI 456

A course that applies the general concepts of key success factors for establishing entrepreneurial ventures to the unique characteristics of significant industries and marketplaces.

Offered: Resident and Online**BUSI 464 International Market Integration and Trade Agreements 3 Credit Hour(s)****Prerequisite:** BUSI 303

This course examines market and economic integration among countries, including the European Union, the North American Free Trade Agreement, Asia-Pacific Economic Cooperation, Association of Southeast Asian Nations and others. Major emerging market economies will also be surveyed, along with the challenges and opportunities these present to the international business firm.

Offered: Resident and Online**BUSI 465 Export Management Strategy 3 Credit Hour(s)****Prerequisite:** BUSI 303

An overview of international trade theories, policies, instruments and documents that affect the success of U.S. exports. Students are introduced to various resources, private organizations, and government agencies designed to facilitate American export businesses. The tools and methods for establishing a small export business model are examined.

Offered: Resident and Online**BUSI 471 Supply Chain Technology and Analytics 3 Credit Hour(s)**

This course emphasizes emerging technology and data analytics in supply chain management. Included in the course is an emphasis on the digital supply chain as well as global risks and cyber security. This is where real-world application meets data-driven strategy. Case studies include how emerging technologies such as automation, AI, 3D & 4D printing, and analytics can be applied throughout supply chains from sell, to move, to make and source, to generate a significant social and economic impact, all through a Christian worldview. Includes SAP S4HANA Blockchain user modules.

Offered: Resident**BUSI 472 Organizational Ethics 3 Credit Hour(s)**

An analysis of the foundation of ethical behavior in business, including an introduction to social graces and the importance of professional image. Emphasis is placed on a comparison between Judeo-Christian and secular ethical paradigms.

Offered: Resident and Online**BUSI 473 Advanced Supply Chain Application and Policy 3 Credit Hour(s)**

Analysis and problem solving, strategic supply chain management and leadership. This course serves as a mini-capstone for the SCM cognate, with advanced case studies in purchasing, manufacturing, inventory management, distribution, site planning, logistics, quality, and transportation. Each area is examined in a strategic context with a specific focus on the internal/external, and national/international environments of the firm.

Offered: Resident**BUSI 474 Fixed Operations 3 Credit Hour(s)****Prerequisite:** ACCT 212 and BUSI 370

A detailed study of fixed operations within an organization and how they interact with other organizational departments. The focus will be from the perspective of (a) customers, (b) employees, and (c) managers.

Offered: Resident and Online**BUSI 476 Variable Operations 3 Credit Hour(s)****Prerequisite:** BUSI 370 and ACCT 212

A detailed study of variable operations within an organization and how they interact with other organizational departments. The focus will be from the perspective of (a) customers, (b) employees, and (c) managers.

Offered: Resident and Online**BUSI 477 Humanitarian Affairs 3 Credit Hour(s)**

This course will serve as an overview of various concepts regarding humanitarian aid, including its history, cultural and governmental considerations, the application of management concepts related to aid efforts, and the funding and proposal requirements needed for grants within humanitarian efforts.

Offered: Resident

BUSI 478 Leadership Skills for Franchise Owner 3 Credit Hour(s)**Prerequisite:** BUSI 372 and BUSI 474 and BUSI 476

Students will combine what they have learned in the cognate with the strategic perspective of an owner in terms of moving the organization forward into the future to satisfy customer needs and to lead employees in a successful enterprise.

Offered: Resident and Online**BUSI 480 Principles of Property Management 3 Credit Hour(s)****Online Prerequisite:** BUSI 380

This course provides a comprehensive overview of the property management industry as it relates to residential, multi-family and commercial properties. This includes the interactions between owners, tenants and property managers as well as associated business and tax implications.

Offered: Online**BUSI 481 Real Estate Investment Analysis 3 Credit Hour(s)****Online Prerequisite:** BUSI 380

This course explores real estate valuation and investment transactions through the lens of capital budgeting techniques. This includes general cash flow considerations and pertinent tax implications associated with real estate investments.

Offered: Online**BUSI 482 Real Estate Valuation 3 Credit Hour(s)****Online Prerequisite:** BUSI 380

This course provides comprehensive instruction related to the valuation and appraisal techniques used for residential and income-producing properties, including the comparable sales approach, the cost approach, and the income approach.

Offered: Online**BUSI 487 Humanitarian Aid Internship 3-6 Credit Hour(s)**

A selected directed practical work experience under the supervisor of the Director of the Business Internship program and a business manager/professional in the student's area of career interest. Applications are processed through the department Faculty Intern Advisor. Applicants must apply the semester prior to starting the internship.

Offered: Resident**BUSI 489 Capstone in Financial Planning 3 Credit Hour(s)****Prerequisite:** BUSI 352 and BUSI 320 and BUSI 354 and BUSI 420 and BUSI 421 and ACCT 401

This course will allow the student to create a written financial plan using the knowledge acquired from previous course work in the financial planning classes. The student will use a software package to incorporate all the elements of a successful financial plan for a case study client.

Offered: Resident and Online**BUSI 490 Capstone 3 Credit Hour(s)****Prerequisite:** ((RSCH 201 or Inquiry Research with a score of 80 or Research with a score of 80 or Research (prior to 2017-2018) with a score of 80) and (BUSI 205 or Research Methods-BUS230/MAT201 with a score of 5) and BUSI 320)

This course serves as the capstone for all business administration majors. Students integrate the concepts, techniques, and knowledge of the common professional components (CPC) of business administration. Course topics include a review of the CPC, strategic management theory/practices, and business analysis tools. Additionally, the course requires students to undertake a research project that is discipline-specific to strategic management and business decisions within a business environment.

Registration Restrictions: Senior status and should be taken in the last semester of coursework**Note:** BUSI 205 will be waived for students on Degree Completion Plans prior to the catalog year of 2022-23 that have already taken BUSI 230 or MATH 201**Offered:** Resident**BUSI 493 Entrepreneur Internship 3 Credit Hour(s)****Prerequisite:** ACCT 209 and BUSI 336

This course covers both cognitive and experiential aspects of entrepreneurship. The prospective entrepreneur will be provided opportunities to develop the skills and tools necessary to effectively analyze opportunities in today's market. The internship will be a supervised field experience at an approved location.

Offered: Resident**BUSI 494 Healthcare Administration Capstone 3 Credit Hour(s)****Online Prerequisite:** BUSI 323 and BUSI 428 and HLTH 485

This capstone course for all healthcare administration majors seeks to integrate the concepts, techniques, and knowledge of all areas of healthcare administration. Its focus is strategic management which is studied in theory and then rigorously applied. This course is designed for final semester seniors.

Offered: Online**BUSI 495 Directed Research 3 Credit Hour(s)**

Designed to encourage students to broaden their understanding of contemporary business and to give them an opportunity to propose, conduct and report a major piece of individual research in his area of specialization.

Registration Restrictions: Written permission of the chairman of the department in area of concentration and consent of instructor**Offered:** Resident**BUSI 497 Special Topics in Business 3 Credit Hour(s)**

Topics will vary and are offered on demand. Course may be repeated for credit when topics differ.

Offered: Resident and Online**BUSI 498 Business Practicum 3 Credit Hour(s)**

A practical experience provided in an automotive dealership with a minimum of 400 hours per practicum section.

Offered: Online**BUSI 499 Business Internship 1-6 Credit Hour(s)**

A selected directed practical work experience under the supervision of the Director of the Business Internship program and a business manager/professional in the student's area of career interest. Applications are processed through the department Faculty Intern Advisor. Applicants must apply the semester prior to starting the internship.

Registration Restrictions: Junior or Senior standing and required GPA**Offered:** Resident and Online