

BUSINESS ADMINISTRATION - UNDERGRADUATE (BUSN)

Courses

BUSN 105 - Programming and Data Structures for Business Credits 3

This course presents object oriented and procedural software engineering methodologies in data definition and measurement, abstract data type, construction and use in developing screen editors, reports and other IS applications using data structures including indexed files. **Grade Mode:** A.

Restriction(s): Must be Undergraduate Level.

BUSN 201 - Principles of Macroeconomics Credits 3

Macroeconomics: supply and demand analysis, fiscal and monetary policy, money and banking, international trade and the balance of payments. **Grade Mode:** A.

Restriction(s): Must be Undergraduate Level.

BUSN 202 - Principles of Microeconomics Credits 3

An introduction to microeconomic analysis. Topics covered include consumer theory, the conduct of firms under competitive or monopolistic conditions, the causes and consequences of various market outcomes, and the role of government in regulating economic behavior. **Grade Mode:** A.

Restriction(s): Must be Undergraduate Level.

BUSN 205 - Economic Principles Credits 3

Micro and macro economic theory with an emphasis on the application of this theory to current economic issues, including the study of those who developed the theory and their predecessors. Issues involving trade and finance among nations and their comparative economic systems will also be examined. **Grade Mode:** A.

Restriction(s): Must not be Business Administration (BUSN); and must be Undergraduate Level.

BUSN 211 - Principles of Accounting I Credits 3

Financial accounting concepts and techniques essential for all business majors and those seeking to learn the language of business; analyzing and recording transactions; preparation of financial statements; valuation and allocation procedures. **Grade Mode:** A.

Restriction(s): Must be Undergraduate Level.

Course Fee: \$25.

BUSN 212 - Principles of Accounting II Credits 3

Financial accounting for corporations; analysis of financial statements; international accounting issues; introduction to managerial accounting; product costing and cost allocation procedures; budgetary control and responsibility accounting; analysis and techniques for planning and managerial decision making. **Grade Mode:** A.

Prerequisite(s): BUSN 211.

Restriction(s): Must be Undergraduate Level.

Course Fee: \$25.

BUSN 215 - Accounting and Finance for Business Leaders Credits 3

Students will be introduced to principles of organizational accounting and finance. Financial accounting, managerial accounting, and financial management are covered with consideration of economic, legal, and ethical issues. Interpretation and application of this information as an effective management tool. **Note(s):** This course is in teach-out. **Grade Mode:** A.

Restriction(s): Must be Organizational Leadership (BUOL); and Undergraduate Level.

Course Fee: \$15.

BUSN 220 - Management Information Systems Credits 3

Students will study information systems, their design, implementation and contribution to management planning, decision-making and control. The impact of information systems on the personal and spiritual lives of students as well as their impact on broader society will also be covered. Students will learn relevant business software applications through hands-on lab assignments. **Grade Mode:** A.

Restriction(s): Must be Undergraduate Level.

Course Fee: \$25.

BUSN 229 - Personal and Family Finances Credits 3

Managing family finances; budgeting use of credit; borrowing money; saving methods; purchase of life, health, property and auto insurance; buying and renting property; taxes; buying securities; wills and estates.

Grade Mode: A.

Restriction(s): Must be Undergraduate Level.

BUSN 230 - Introduction to Marketing Credits 3

Introduction to the basic elements of modern marketing including the study of the marketing environment framework, target market, market segmentation, marketing ethics, and the marketing mix variables of product, promotion, price, public relations and place/distribution. **Note(s):** This course is intended for students that do not have marketing or marketing management as a concentration. **Grade Mode:** A.

Prerequisite(s): MATH 190 or MATH 210.

Restriction(s): Must not be a Concentration in Business/Marketing (BUMT) or Marketing Management (BUMG); and must be Undergraduate Level.

BUSN 231 - Introduction to Marketing: Practical Application Credits 3

Introduction to the basic elements of modern marketing including the study of the marketing environment framework, target market, market segmentation, marketing ethics, and the marketing mix variables of product, promotion, price, public relations and place/distribution. It is designed to facilitate primary and secondary research to complete a target market project. **Note(s):** No substitutions or transfers will be allowed in place of this course; this course is intended for Marketing and Marketing/Management concentration students. **Grade Mode:** A.

Prerequisite(s): MATH 190 or MATH 210.

Restriction(s): Must be Undergraduate Level.

BUSN 240 - Principles of Management Credits 3

Presents a conceptual overview of the principles of management. The functions of planning, organizing, leading and controlling are analyzed. The leader's perspective on creating competitive advantage in a global environment is related to the topics of diversity, ethics and social responsibility, human resources, corporate culture and organizational structure. **Grade Mode:** A.

Restriction(s): Must be Undergraduate Level.

Course Fee: \$25.

- BUSN 243 - Fundamentals of Financial Planning** Credits 3
This course will teach students the process of formulating, implementing, and monitoring financial decisions into an integrated plan that guides an individual or family to achieve their financial goals. A strong emphasis will be placed on formulating financial goals that are consistent with biblical truth. **Grade Mode:** A.
Restriction(s): Must be Undergraduate Level.
- BUSN 260 - Introduction to Leadership** Credits 3
Students will understand the foundational concepts of leadership, covering a broad survey of current literature on leadership with a focus on the application of biblical principles. Students will identify their own leadership style. **Note(s):** This course is in teach-out. **Grade Mode:** A.
Restriction(s): Must be Business Management (BMNG) or Organizational Leadership (BUOL); and Undergraduate Level.
- BUSN 301 - Business Writing and Case Analysis** Credits 3
Provides an understanding of business communication and trains students to become effective written and oral communicators by imparting the fundamentals of style and strategy for typical business documents and developing critical thinking by means of case analysis and analytical reports. It is designed to 1) familiarize students with the techniques, strategies, and forms of writing used in the professional world; 2) teach students to use precise and persuasive language to achieve business goals; and 3) prepare students for communication in the workplace and in other business classes. **Note(s):** Passing this course will satisfy the Crowell School of Business Writing Competency Requirement (WCR); a student must receive a grade of "C" or higher to pass this course; this course must be taken the first semester after the student is admitted into the Crowell School of Business; no substitutions or transfers will be allowed in place of this course. **Grade Mode:** A.
Prerequisite(s): ENGL 100 or ENGL 112.
Restriction(s): Must be Undergraduate Level.
- BUSN 306 - System Analysis and Design** Credits 3
Students with information technology skills will learn to analyze and design information systems. Students will practice project management during team-oriented analysis and design of a departmental level system. **Grade Mode:** A.
Prerequisite(s): BUSN 105, BUSN 220; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 307 - Social Media, SEO and Digital Strategy** Credits 3
An introductory course providing students with the media tools and grasp of marketing-related media theory needed for effective digital communications in businesses and organizations. Course content will cover the basic social media platforms and their uses from an organizational standpoint; Search Engine Optimization (SEO) tools and methods; and digital strategy for online advertising, analytics and website user trending. Upon completion, students will be equipped to create digital communication strategies, understanding the platforms and tools available along with methods to measure effectiveness for a variety of audiences. **Grade Mode:** A.
Restriction(s): Must be Undergraduate Level.
- BUSN 308 - Business Technology Practicum** Credits 3
Under the guide of an instructor, students will learn how to design and build a personal computer, load an operating system, install software, and troubleshoot the associated problems. Students who have experience building a personal computer will be given the option of an alternative project. **Grade Mode:** A.
Prerequisite(s): BUSN 220; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 311 - Intermediate Accounting I** Credits 3
Advanced treatment of cash-flow, funds-flow analyses, preparation of financial statements, income tax allocation, valuation, forecasts and cash reconciliation. **Grade Mode:** A.
Prerequisite(s): BUSN 212.
Restriction(s): Must be Undergraduate Level.
- BUSN 312 - Intermediate Accounting II** Credits 3
Advanced treatment of cash-flow, funds-flow analyses, preparation of financial statements, income tax allocation, valuation, forecasts and cash reconciliation. **Grade Mode:** A.
Prerequisite(s): BUSN 311.
Restriction(s): Must be Undergraduate Level.
- BUSN 313 - Cost Accounting** Credits 3
Cost accounting from a managerial, conceptual and technical viewpoint; product, labor, material and overhead costing; planning and control processes; and analytical procedures. **Grade Mode:** A.
Prerequisite(s): BUSN 311 (may be taken concurrently); acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 314 - Federal Income Tax For Individuals** Credits 3
An explanation of the federal income tax law as it relates to individuals. The tax structure is examined in light of its historical development with emphasis on problem solving. **Grade Mode:** A.
Prerequisite(s): Acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 316 - Federal Income Tax for Partnerships, Corporations and Estates** Credits 3
An explanation of the federal income tax law as it relates to partnerships and corporations. Estate taxes are reviewed with a historical perspective. **Grade Mode:** A.
Prerequisite(s): Acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 317 - Accounting Information Systems** Credits 3
The study of computer based systems for the collection, organization, and presentation of accounting information. **Grade Mode:** A.
Prerequisite(s): BUSN 311; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 318 - Human Resource Management** Credits 3
A study of the relevant ideas and developments in the field of human resource management that permit organizations of all types to improve productivity, quality and service. EEO, staffing, training, compensation and labor relations are all emphasized. **Grade Mode:** A.
Prerequisite(s): Acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 319 - Organizational Ethics** Credits 3
The foundations and theories of ethics as related to the Bible, the market place, and the modern corporation. Case studies in modern ethics are discussed with a view to raising the moral consciousness of business professionals. **Grade Mode:** A.
Prerequisite(s): Acceptance into the Crowell School of Business; or Business Management (BMNG), Entertainment Business (CNEN), or Organizational Leadership (BUOL) major.
Restriction(s): Must be Undergraduate Level.

- BUSN 320 - Human Capital Management** Credits 3
Students will explore various issues of management, including the recruiting, selection, and development of employees while emphasizing human dignity, the overall purpose of work, fulfilling one's calling, and the methods of placing the students and others in their most effective roles in the organization through the determining of their God-given gifts and talents. **Grade Mode:** A.
Restriction(s): Must be Business Management (BMNG), Entertainment Business (CNEN), or Organizational Leadership (BUOL); and Undergraduate Level.
- BUSN 323 - Business Analytics** Credits 3
Students will be introduced to the concepts of business analytics. Topics will include business modeling, optimization techniques, advanced spreadsheet techniques, and data visualization. **Grade Mode:** A.
Prerequisite(s): BUSN 220; MATH 190 or MATH 210; acceptance into the Crowell School of Business, Applied Statistics and Data Science minor, Business Analytics minor, Business Management major, Computer Science Major - Data Science and Information Systems concentration, Interdisciplinary Studies - Statistics & Data Science concentration, or Statistics minor.
Restriction(s): Must be Business Administration (BUSN), Applied Statistics and Data Science minor (MAAS), Business Analytics minor (BUAN), Business Management (BMNG), Computer Science Major - Data Science and Information Systems concentration (CSDI), Interdisciplinary Studies - Statistics & Data Science (ISDS), or Statistics minor (MAST); and Undergraduate Level.
Course Fee: \$25.
- BUSN 327 - Production and Operations Management** Credits 3
The study of the processes involved in the production and operations core of the for-profit and not-for-profit organization, making extensive use of computerized tools in statistical and mathematical tools to solve common production (product-based) problems, including techniques of quality management, and a consideration of Christian principles of servanthood in the production and operations management process. **Grade Mode:** A.
Prerequisite(s): BUSN 220; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
Course Fee: \$10.
- BUSN 328 - Organizational Behavior** Credits 3
Understanding the dynamics of human interactions and developing effective problem solving through sound communications; leadership, management or conflict, change and innovation; business ethics and societal relationships. **Note(s):** Business Administration minors should see Crowell School of Business to add the course. **Grade Mode:** A.
Prerequisite(s): Acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 334 - Promotions** Credits 3
Introduction to the role of Promotion and Advertising as currently used for products, services, ideas and events. Understanding of the promotion mix including public relations, publicity and sales promotion. **Grade Mode:** A.
Prerequisite(s): BUSN 230 or BUSN 231; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 336 - Professional Selling** Credits 3
An introduction to the profession of professional selling, and sales management. The choice of sales and sales management as a career will be discussed. Topics of interest include strategically planning each sales call within a larger account strategy, making the sales call, strengthening communications, responding helpfully to objections, obtaining commitment, and building partnerships. Sales force planning, organizing, management, territory development, selection, compensation, sales force effectiveness, and performance will also be analyzed and discussed. **Grade Mode:** A.
Prerequisite(s): BUSN 230 or BUSN 231; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 338 - Entrepreneurship Practicum** Credits 3
Students will get real-world experience on a startup idea by participating in Biola's Startup Competition. Students will attend all Startup Competition events, be a part of a competing team, and will enter the event. Students will also examine past competitors, hear from past participants, and develop their pitch. **Note(s):** May be taken twice for credit. **Grade Mode:** A.
Restriction(s): Must be Business Administration (BUSN) majors or Entrepreneurship (BUEN) minors only; and Undergraduate Level.
Repeat Limit (after first attempt): 1.
- BUSN 339 - Estate Planning** Credits 3
This course focuses on the components of estate planning which include property titling mechanisms, tax implications, types of trusts, wealth transfer strategies, and postmortem estate planning techniques. Throughout the course, the student will develop a comprehensive, biblical perspective of wealth within the context of estate planning and wealth transfer. **Grade Mode:** A.
Restriction(s): Must be Undergraduate Level.
- BUSN 342 - Retirement Planning** Credits 3
This course focuses on analyzing client retirement and benefit needs, differentiating between retirement plans, evaluating the rules and tax implications of retirement plans, applying the Social Security system to the financial planning process, recommending retirement plans for businesses, and selecting suitable client investments. Throughout this course, the student will develop a comprehensive, biblical perspective of retirement and benefits planning. **Grade Mode:** A.
Restriction(s): Must be Undergraduate Level.
- BUSN 344 - Global Marketing Management** Credits 3
Focus on the formulation of global marketing management strategies. Presents a conceptual overview of the world market environment, including issues related to culture and diversity. The managers' perspective is analyzed with regard to market entry methods and the various barriers that could impact international business. **Grade Mode:** A.
Prerequisite(s): BUSN 230 or BUSN 231; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.

BUSN 347 - Global Business Environment**Credits 3**

This course introduces the student to the various dimensions of the world economy and to the characteristics of foreign countries that are important for economic activity. Topics covered in the course include:

1) the fundamentals of international trade and finance; 2) the role of culture, religion and politics in international business; and 3) the role of multinational corporations in the world economy. **Grade Mode:** A.

Prerequisite(s): Business Administration (BUSN) and Accounting (ACCT) majors: Acceptance into the Crowell School of Business; all others, including Business Management (BMNG): BUSN 201, BUSN 202 or BUSN 205, and ENGL 112.

Restriction(s): Must be Undergraduate Level.

BUSN 350 - Money and Banking**Credits 3**

Nature, functions and flow of money and credit in the American economy and the world; analysis of commercial banking and U.S. monetary system. **Grade Mode:** A.

Prerequisite(s): BUSN 201; acceptance into the Crowell School of Business.

Restriction(s): Must be Undergraduate Level.

BUSN 354 - Insurance and Tax Planning**Credits 3**

This course provides detailed coverage on the taxation of individuals and businesses, as well as the principles of risk and insurance. These topics will be analyzed through both an economic and biblical lens. **Grade Mode:** A.

Restriction(s): Must be Undergraduate Level.

BUSN 357 - Advanced Business Statistics**Credits 3**

Prepares the student for working in the field of business analytics.

Content includes a review of descriptive statistics; experimental design; ANOVA; linear and multiple regression; contingency table analysis; time series analysis; forecasting. Students will also work with a variety of software to analyze data. **Grade Mode:** A.

Prerequisite(s): CSCI 105, MATH 190; acceptance into the Crowell School of Business.

Restriction(s): Must be Undergraduate Level.

BUSN 361 - Business Law**Credits 3**

The legal and regulatory environment of business including a survey of the legal system, torts, contracts, employment and labor law, business organizations, administrative law and the regulatory process. **Grade Mode:** A.

Prerequisite(s): Acceptance into the Crowell School of Business or Business Minor.

Restriction(s): Must be Undergraduate Level.

BUSN 364 - Entrepreneurship and New Venture Formation**Credits 3**

Methods, problems and factors involved in launching and managing startup and new business ventures, all viewed through the lens of redemptive entrepreneurship. **Grade Mode:** A.

Restriction(s): Must be Undergraduate Level.

BUSN 370 - Business Finance**Credits 3**

An examination and evaluation of financial decision making in the Corporate environment valuing future cash flows, characterizing risk and return and evaluating options available to firms to finance their operations or fund growth opportunities. Students will learn how to analyze financial data to provide information to management on how to improve the financial performance of their firm. **Grade Mode:** A.

Prerequisite(s): MATH 190 or MATH 210; BUSN 211; acceptance into the Crowell School of Business, Business minor, Business Analytics minor, Business Management major, Entrepreneurship minor, Accounting major, Math - Actuarial Science concentration, Intercultural Studies - Interdisciplinary concentration, Cinema and Media Arts major, or Computer Science major.

Restriction(s): Must be Business Administration (BUSN), Business minor (BUSN), Business Analytics minor (BUAN), Business Management (BMNG), Entrepreneurship minor (BUEN), Accounting (ACCT), Math - Actuarial Science (MACT), Intercultural Studies - Interdisciplinary (INDS), Cinema and Media Arts (CNMA), or Computer Science (CSCI); and Undergraduate Level.

BUSN 375 - Business as Mission**Credits 3**

This course is an examination of the emerging role of business in missions. The general themes covered in this course include: 1) the theology of business as missions; 2) practical issues related to using business as a vehicle for cross-cultural missions; and 3) specific for-profit business models and case studies. By the end of the course the student will have a better understanding of the opportunities and challenges associated with integrating business and missions. **Note(s):** Business Administration minors should see Crowell School of Business to add the course. **Grade Mode:** A.

Prerequisite(s): Acceptance into the Crowell School of Business.

Restriction(s): Must be Undergraduate Level.

BUSN 376 - Business as Ministry and Mission**Credits 3**

This course will explore the place of business people within God's kingdom program for history. It will draw primarily from the Book of Acts, with special attention given to the activity of the early church – and its current expression – in ministry and missions. Throughout the course, students will study contemporary examples of missional businesses, and will conclude by creating and presenting their own idea for using business to advance the cause of Christ in a less-developed or less-evangelized country. **Grade Mode:** A.

Restriction(s): Must be Business Management (BMNG), Entertainment Business (CNEN), or Organizational Leadership (BUOL); and Undergraduate Level.

BUSN 392 - Principles of Advertising**Credits 3**

Facts of advertising principles and techniques. The study of effective and ineffective forms of advertising. Applications linked to public relations, media events, marketing and communication encounters. **Grade Mode:** A.

Prerequisite(s): Acceptance into the Crowell School of Business.

Restriction(s): Must be Undergraduate Level.

Course Fee: \$25.

BUSN 402 - Database Management**Credits 3**

Integrated database system, logical organization, data description language (DDL), data manipulation language (DML), hierarchical networks and relational databases, overview of selected database management systems (DBMS). **Grade Mode:** A.

Prerequisite(s): BUSN 105; acceptance into the Crowell School of Business.

Restriction(s): Must be Undergraduate Level.

- BUSN 403 - Digital Business** Credits 3
This course focuses on the linkage between organizational strategy and networked information technologies to implement a rich variety of business models in the national and global contexts connecting individuals, businesses, governments, and other organizations to each other. The course provides an introduction to digital business strategy and the development and architecture of digital business solutions and their components. **Note(s):** Business Administration minors should see Crowell School of Business to add the course. **Grade Mode:** A.
Prerequisite(s): BUSN 220; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 405 - MIS Project Management** Credits 3
Advanced IS majors operating as a high-performance team will engage in and complete the design and implementation of a significant information system. Project management, management of the IS function, and systems integration will be components of the project experience. **Grade Mode:** A.
Prerequisite(s): BUSN 306; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 407 - Computer Applications in Business** Credits 3
The study and application of spreadsheet and database software to business problems with an emphasis on problem solving and presentation techniques. **Grade Mode:** A.
Prerequisite(s): BUSN 212, BUSN 220; BUSN 230 or BUSN 231; BUSN 370; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
Course Fee: \$20.
- BUSN 410 - Customer Relationship Management** Credits 3
This course explores the increasing power of customers in the new millennium marketplace and the need for organizations to be customer-driven. The course explores rapid advancements in digital business technology and the capabilities of customer database software that enable firms to differentiate customers by value and anticipate best and most valuable customer's needs. **Grade Mode:** A.
Prerequisite(s): BUSN 230 or BUSN 231; BUSN 240; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 411 - Advanced Accounting** Credits 3
Examines essential elements of corporate consolidations, branch and departmental accounting, international accounting, advanced partnership and fund accounting concepts. **Grade Mode:** A.
Prerequisite(s): BUSN 312; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 412 - Auditing** Credits 3
Introduction to standards and procedures which comprise the contemporary audit environment. Topics include ethics, legal liability, internal control, substantive evidence, and reporting. Course work includes comprehensive practice audit. **Grade Mode:** A.
Prerequisite(s): BUSN 312 (may be taken concurrently); acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 413 - Government and Non-Profit Accounting** Credits 3
Principles of fund accounting as it is applied to governmental and nonprofit entities as well as the fundamentals of nonprofit taxation. **Note(s):** Special approval required. **Grade Mode:** A.
Restriction(s): Must be Undergraduate Level.
- BUSN 414 - Accounting Analytics** Credits 3
Students will understand the role that digital technologies and statistical analysis play in solving complex accounting issues. The students will develop an advanced knowledge of technology to apply to analyze accounting information. **Note(s):** Special approval required. **Grade Mode:** A.
Restriction(s): Must be Undergraduate Level.
- BUSN 415 - Financial Statement Analysis and Forensic Accounting** Credits 3
The study of ratio and profitability analysis, analysis of the statement of cash flows and valuation. Also included is the study of forensic accounting, and fraud detection and prevention. **Note(s):** Special approval required. **Grade Mode:** A.
Restriction(s): Must be Undergraduate Level.
- BUSN 416 - Women in Leadership** Credits 3
This course examines the status of women in management and discusses issues which women managers face, including differences in leadership styles, obstacles to advancement, and managing the challenges of women in leadership. The course also addresses themes of women in negotiations, communication styles, the work/life balance women seek, explores ways to leverage opportunities that arise, and discusses the critical effects of mentoring. **Grade Mode:** A.
Prerequisite(s): Acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 417 - Ethics in Accounting** Credits 3
Ethical issues and standards in the accounting profession. **Note(s):** Special approval required. **Grade Mode:** A.
Restriction(s): Must be Undergraduate Level.
- BUSN 418 - Consumer Behavior** Credits 3
This course covers major influences on the consumption process, including psychological, situational, and socio-cultural factors. Relationships are explored between conscious and unconscious factors influencing consumers. Specific topics include perception, attitudes, customer value and satisfaction, motivation, personality, consumer culture, group influence, consumer decision-making perspectives, switching behavior and consumer loyalty. **Grade Mode:** A.
Prerequisite(s): BUSN 230 or BUSN 231; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 421 - Leadership and Change** Credits 3
Students will examine leadership principles, theories, and best practices, reflect on their own personal leadership strengths and apply what they learn to real-life situations and organizational challenges to maximize influence. They will seek to answer questions such as: What is leadership? Which leadership styles are most effective? How do you get organizations and the people in them motivated to do what needs to be done? How do you leverage personal strengths to maximize influence? Can values-based leadership make a difference? Students will specifically examine servant leadership, modeled by Jesus and learn how to apply servant leadership within today's organizations to increase employee engagement and solve complex problems. Course modules include Leading Self, Leading Others, Leading Teams, Leading Change and Leading Innovation/Creativity. Students will develop a personal leadership brand through experience, reflection and self-assessment to empower them on their career journey. **Grade Mode:** A.
Prerequisite(s): Acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.

- BUSN 422 - High-Performance Leadership** **Credits 3**
 Students will examine leadership principles, concepts and theories that will allow them to reflect on their own leadership styles and apply what they learn to real-life situations and organizational challenges consistent with a Christian worldview. **Grade Mode:** A.
Restriction(s): Must be Business Management (BMNG) or Organizational Leadership (BUOL); and Undergraduate Level.
- BUSN 423 - Advanced Business Analytics** **Credits 3**
 This course will continue to prepare students for a career in business analytics. Using case studies, students will synthesize and apply a variety of business analysis methodologies. Students will learn needed database concepts, data mining methods, and other digital technologies needed to work with large, unstructured data sets. **Grade Mode:** A.
Prerequisite(s): CSCI 105, BUSN 323; acceptance into the Crowell School of Business, Business Analytics minor, Applied Statistics and Data Science minor, Computer Science Major - Data Science and Information Systems concentration, Interdisciplinary Studies - Statistics & Data Science concentration, Math - Statistics and Data Science concentration, or Statistics minor.
Restriction(s): Must be Business Administration (BUSN), Business Analytics minor (BUAN), Applied Statistics and Data Science minor (MAAS), Computer Science - Data Science and Information Systems concentration (CSDI), Interdisciplinary Studies - Statistics & Data Science (ISDS), Math - Statistics and Data Science (MASD), or Statistics minor (MAST); and Undergraduate Level.
- BUSN 424 - Data Driven Leadership** **Credits 3**
 Students will apply internal and external business data to make business decisions. Covers collection and presentation of data, interpretation of surveys and statistical reports, analysis of financial and marketing data, decision-making under uncertainty, and communication of decisions. Students will learn the use of spreadsheets and other office technologies.
Note(s): This course is in teach-out. **Grade Mode:** A.
Prerequisite(s): BUSN 215, BUSN 230.
Restriction(s): Must be Organizational Leadership (BUOL); and Undergraduate Level.
- BUSN 425 - Leading Diverse Organizations** **Credits 3**
 This course will examine diversity in all its forms, including race, religion, sex, gender, mental ability, family, and disability. Students will understand that all human beings possess intrinsic dignity by virtue of being made in the image of God. Students will explain how to apply the biblical understanding of diversity in various workplace policies and practices.
Note(s): This course is in teach-out. **Grade Mode:** A.
Prerequisite(s): BUSN 260.
Restriction(s): Must be Organizational Leadership (BUOL); and Undergraduate Level.
- BUSN 432 - Marketing Research** **Credits 3**
 Understanding the role of marketing research in management decision-making. Project approach to the marketing search process of secondary research, focus groups and survey preparation, collection and analysis. Preparation of written research reports. **Grade Mode:** A.
Prerequisite(s): BUSN 220, BUSN 231; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 435 - Business to Business Marketing** **Credits 3**
 A practical approach to understanding and implementing marketing strategies as applied to the business sector. Special attention will be given to examination of various marketing employment positions including analysis of the following subjects: purchasing, negotiating, marketing research, market segmentation, personal selling, sales management, promotion and ethics in the business to business marketing environment. **Grade Mode:** A.
Prerequisite(s): BUSN 220, BUSN 231; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 437 - Real Estate** **Credits 3**
 Laws relating to rights and obligations inherent in ownership of real property; how title to real property is transferred; homesteads, trust and deeds, liens; land descriptions; escrow procedures; title insurance, and the real estate broker. **Grade Mode:** A.
Prerequisite(s): BUSN 361; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 438 - Marketing for Non-Profit Organizations** **Credits 3**
 Examination and evaluation of the principles of basic marketing as applied to the non-profit sector. Philosophy of non-profit marketing and its practical application will be utilized through individual student projects. Specific marketing strategies will relate to churches, social service organizations, foundations and other designated non-profit organizations. **Grade Mode:** A.
Prerequisite(s): BUSN 432; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 442 - International Finance** **Credits 3**
 In this course, students explore the international financial environment, including international financial markets and international flow of funds. Other topics include exchange rate behavior and risk management, financing international trade, international cash management, direct foreign investment, multinational capital budgeting, and country risk analysis. **Grade Mode:** A.
Prerequisite(s): BUSN 370; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 443 - International Supply Chain Management** **Credits 3**
 This course introduces the concept of global supply chain management and evaluates the core fundamentals of logistics within commerce. Topics include the activities of supply chain management, types of supply chains, the relationship between domestic and foreign goods, logistical efficiency and optimizations, strategic positioning, environmental factors, and cost maintenance. **Grade Mode:** A.
Prerequisite(s): Acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 450 - Directed Studies** **Credits 1-4**
 Extensive exploration of the literature in a selected field of business or economics under faculty guidance. **Note(s):** May be taken multiple times with different content. **Grade Mode:** A.
Prerequisite(s): May vary by topic; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
Repeat Limit (total number of credits): 6.

- BUSN 453 - Website Development for Marketing** Credits 1-3
 Purpose of course is to learn and immediately apply practical technological skills that are necessary in developing an effective and efficient website. Topics may include website research and proposal; web page design and development; internet graphics. **Note(s):** Individual credits satisfied by five-week modules. **Grade Mode:** A.
Prerequisite(s): BUSN 220; BUSN 230 or BUSN 231; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 455 - Internet Marketing** Credits 3
 The study and development of marketing tools for competing effectively in the Internet economy, including marketing issues that managers must address as they consider how to develop successful commercial strategies on the web and other emerging electronic media. Views the web as a channel of information distribution, and increases understanding of the nature of the Internet, its culture, and issues related to flow, stickiness, navigation, inter-activity, addressability, trust and privacy. Topics include marketing research, consumer behavior, customer service, advertising, positioning and web economics. Teaching methods include class lecture, readings, guest speakers, case studies, on-line activities and a web-based marketing project. **Grade Mode:** A.
Prerequisite(s): BUSN 230 or BUSN 231; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 460 - Business Internship** Credits 3
 An academic internship represents an educational strategy that links classroom learning and student interest with the acquisition of knowledge in an applied work setting. Through direct observation, and reflection, students gain an understanding of the internship site's work, mission, and understanding of their customers. Students will relate their internship experience to their academic study, as well as the organization's position in the broader industry or field. Students will produce a critical reflection on their internship experience demonstrating how they have addressed specific learning goals. **Note(s):** Students must complete 135 hours of internship within the term that they are enrolled; an online application must be approved prior to registration; may be taken more than once for credit. **Grade Mode:** A.
Prerequisite(s): Approved proposal; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
Repeat Limit (after first attempt): 1.
- BUSN 462 - Investments** Credits 3
 Principles for the individual investor; tests of a sound investment, information sources; types of stocks and bonds; mechanics of purchase and sale. **Grade Mode:** A.
Restriction(s): Must be Undergraduate Level.
- BUSN 463 - Advanced Corporate Finance** Credits 3
 Advanced analysis of the management of long-term assets, debt and equity, including capital acquisitions. Some attention to shorter term management of inventory and payables. **Grade Mode:** A.
Prerequisite(s): BUSN 370; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 466 - Financing the Entrepreneurial Venture** Credits 3
 This course will examine the various sources of funding available to start-ups, including friends and family, crowdfunding, commercial lending institutions, angel investors, venture capitalists, and various governmental programs. The Initial Public Offering (IPO) process is also examined as a means for accessing public capital markets and growing the business. **Grade Mode:** A.
Prerequisite(s): BUSN 364 (may be taken concurrently), BUSN 370.
Restriction(s): Must be Undergraduate Level.
- BUSN 470 - Strategic Management** Credits 3
 How to determine strategic direction in organizations. Core studies and projects provide practical application of principles, with projects designed to provide actual research experience, with case study approach. **Grade Mode:** A.
Prerequisite(s): BUSN 230 or BUSN 231; BUSN 370; acceptance into the Crowell School of Business.
Restriction(s): Must be Undergraduate Level.
- BUSN 471 - Capstone for Entrepreneurship Concentration** Credits 3
 As the capstone for the Entrepreneurship Concentration, this course will explore advanced and current topics in the formation and financing of new business ventures. Students will complete an academic service learning project, field study, or other experiential project related to their future career interests, complete an E-Portfolio including career preparation materials, and prepare to launch their own business venture. No substitutions or transfers will be allowed in place of this course. **Note(s):** Offered in Spring term; passing this course with a "C" or better will satisfy the Crowell School of Business E-Portfolio Competency Requirement; no substitutions or transfers will be allowed in place of this course. **Grade Mode:** A.
Prerequisite(s): BUSN 338, BUSN 364; acceptance into the Crowell School of Business.
Restriction(s): Must be Entrepreneurship (BUEN); and Undergraduate Level.
- BUSN 472 - Capstone for International Business Concentration** Credits 3
 This is the capstone course for the international business majors. Students will be expected to apply principles and skills learned previously into the design of a business plan. Students will learn to identify and screen potential international business ideas, and develop an idea into an opportunity for generating financial, social and spiritual returns. There will also be a focus on career preparation and finishing the E-Portfolio. The student's E-Portfolio must demonstrate completion of the cross-cultural/overseas experience required of all International Business concentration students. **Note(s):** Completion of international experience requirement; passing this course with a "C" or better will satisfy the Crowell School of Business E-Portfolio Competency Requirement; no substitutions or transfers will be allowed in place of this course. **Grade Mode:** A.
Prerequisite(s): BUSN 323, BUSN 347; acceptance into the Crowell School of Business.
Restriction(s): Must be a Concentration in International Business (BUIB); and Undergraduate Level.
Course Fee: \$25.

BUSN 473 - Capstone for Management Concentration Credits 3

As the capstone for management concentration students, this course will explore advanced and current topics in management. Students will complete an academic service learning project, field study, or other experiential projects related to their future career interests. Students will complete an E-Portfolio including career preparation materials, demonstrate the ability to apply the principles and practice of ethical and responsible business behaviors consistent with biblical leadership models. **Note(s):** Passing this course with a "C" or better will satisfy the Crowell School of Business E-Portfolio Competency Requirement; no substitutions or transfers will be allowed in place of this course. **Grade Mode:** A.

Prerequisite(s): BUSN 240, BUSN 323, BUSN 421; acceptance into the Crowell School of Business.

Restriction(s): Must be a Concentration in Business/Management (BUMN); and Undergraduate Level.

Course Fee: \$25.

BUSN 474 - Capstone for Marketing Concentration Credits 3

As the capstone course for marketing majors only (to be taken the last spring of college), emphasis will be placed on exploring a holistic approach to the marketing decision making process through working with local, real world clients in a group marketing project. There will also be a focus on career preparation such as choosing an industry, developing LinkedIn pages, preparing resumes, sharpening interviewing skills and finishing E-Portfolio. **Note(s):** Passing this course with a "C" or better will satisfy the Crowell School of Business E-Portfolio Competency Requirement; no substitutions or transfers will be allowed in place of this course. **Grade Mode:** A.

Prerequisite(s): BUSN 323, BUSN 432, BUSN 435; acceptance into the Crowell School of Business.

Restriction(s): Must be a Concentration in Business/Marketing (BUMT); and Undergraduate Level.

Course Fee: \$25.

BUSN 475 - Capstone for Marketing Management Concentration Credits 3

As the capstone for marketing management concentration students, this course will explore advanced and current topics in both marketing and management. Students will complete an academic service learning project, field study, or other experiential projects related to their future career interests, develop an E-Portfolio including career preparation materials, research and write a marketing plan, and examine their own calling to integrate their faith in Jesus Christ to their future career. **Note(s):** Passing this course with a "C" or better will satisfy the Crowell School of Business E-Portfolio Competency Requirement; no substitutions or transfers will be allowed in place of this course. **Grade Mode:** A.

Prerequisite(s): BUSN 323, BUSN 334; acceptance into the Crowell School of Business.

Restriction(s): Must be a Concentration in Marketing Management (BUMG); and Undergraduate Level.

Course Fee: \$25.

BUSN 476 - Capstone for Business Analytics Concentration Credits 3

As the capstone for Business Analytics concentration students, this course will explore advanced and current topics in the use of data for business decision-making. Students will complete an academic service learning project, field study, or other experiential project related to their future career interests; complete an E-Portfolio including career preparation materials; and demonstrate their ability to apply the principles and practice of ethical and responsible management of data. **Note(s):** Passing this course with a "C" or better will satisfy the Crowell School of Business E-Portfolio Competency Requirement; no substitutions or transfers will be allowed in place of this course. **Grade Mode:** A.

Prerequisite(s): BUSN 323, BUSN 423; acceptance into the Crowell School of Business.

Restriction(s): Must be a Concentration in Business Analytics (BUAN) or a Minor in Business Analytics (BUAN); and Undergraduate Level.

Course Fee: \$25.

BUSN 477 - Capstone for Financial Planning Credits 3

This course synthesizes the principles and practices of financial planning. Students will create a comprehensive financial plan that considers the fundamentals of financial planning, risk management, income tax, retirement, employee benefits, investment, and estate planning. Students will also integrate biblical principles of leadership, discipleship, stewardship, decision-making, question-asking and goal-setting involved in the financial planning process. **Grade Mode:** A.

Prerequisite(s): BUSN 243, BUSN 339, BUSN 342, BUSN 354, BUSN 462.

Restriction(s): Must be Undergraduate Level.

Course Fee: \$25.

BUSN 478 - Capstone for Business Management Credits 3

As the capstone course for students in the BS, Business Management program, this course will explore advanced and current topics in management. Societal and biblical understandings of work and of human nature as it relates to work; the role of the Christian in the workplace. Students will complete a project related to career planning. **Note(s):** No substitutions or transfers will be allowed in place of this course. **Grade Mode:** A.

Prerequisite(s): BUSN 319, BUSN 320, BUSN 328, BUSN 347, BUSN 361, BUSN 370, BUSN 376, BUSN 422.

Restriction(s): Must be Business Management (BMNG); and Undergraduate Level.

BUSN 479 - Capstone for Finance Concentration Credits 3

As the capstone for finance concentration students, this course will explore advanced and current topics in finance and management. Students will complete an academic service learning project, field study, or other experiential project related to their future career interests, complete an E-Portfolio including career preparation materials, demonstrate the ability to apply the principles and practice of ethical and responsible business behaviors consistent with biblical leadership models. **Note(s):** Passing this course with a "C" or better will satisfy the Crowell School of Business E-Portfolio Competency Requirement; no substitutions or transfers will be allowed in place of this course. **Grade Mode:** A.

Prerequisite(s): BUSN 323, BUSN 462, BUSN 463; acceptance into the Crowell School of Business.

Restriction(s): Must be a Concentration in Financial Management (BUFM) or Finance (BUFN); and Undergraduate Level.

Course Fee: \$25.

BUSN 480 - Non-Profit Management Credits 3

Examination and evaluation of the principles of business strategies applied to the non-profit sector. Practical application will be utilized through individual student projects that require an assessment and respective strategies for vital aspects of a non-profit organization. **Grade Mode:** A.

Prerequisite(s): BUSN 240.

Restriction(s): Must be Undergraduate Level.

BUSN 490 - Seminar in Current Business Topics Credits 1-3

Selected current business topics, varied by semester. Students will be responsible to read preparatory materials and then demonstrate their learning through one or more methods. **Note(s):** May be taken multiple times with different content. **Grade Mode:** A.

Prerequisite(s): Acceptance into the Crowell School of Business.

Restriction(s): Must be Undergraduate Level.

Repeat Limit (total number of credits): 3.

BUSN 491 - Capstone for Organizational Leadership Credits 3

This capstone course will focus primarily on sharpening the student's leadership skills by providing an opportunity to apply concepts and skills learned in other courses in the program. The course will also prepare students for career success through the development of employability tools. **Note(s):** This course is in teach-out. **Grade Mode:** A.

Prerequisite(s): BUSN 422, BUSN 424, BUSN 425.

Restriction(s): Must be Organizational Leadership (BUOL); and Undergraduate Level.