

# MANAGEMENT MARKETING

Language 99  
BBA/BA Music 13  
BBA in Information Systems  
Minor in Marketing  
Graduate Programs

## Long-Term Care Emphasis

### Required courses for major—15

BSAD335, 360, 384, 466, 487

### Elective major courses:

#### Major Group A electives—10

ACCT330, NRSG216, SOCI410

#### Major Group B elective—3

An appropriate elective approved by advisor.

### BBA core—39

### BBA cognates—6

### General Education requirements—46

### General electives—5

(Must be taken outside the School of

Business)

Total credits for the BBA degree—124

The degree listed above is specifically designed to furnish skills in the domain of practice

essential for taking the NAB (National

Association of Boards of Examiners for Nursing

Home

Administrators) licensure examination.

## BBA in Management

### Entrepreneurship Emphasis

### Required courses for major—15

BSAD330, 345, 384, 436, 467

### Elective major courses—12

#### Major Group A electives (6-12 credits)

ACCT330, MKTG320, 368, 375, 450, 456

#### Major Group B electives (0-6 credits)

BSAD210, 342, 450, 487

### BBA core—39

### BBA cognates—6

### General Education requirements

## MISSION

The Department of Management, Marketing, and Information Systems of the School of Business prepares students for the challenge of working with people in for-profit and not-for-profit organizations, serving world-wide within the Seventh-day Adventist Church organization and in small business operations and large corporations.

Intellectual, spiritual, physical, and social development, built on a solid foundation of ethics and cross-cultural understanding, is the goal of the educational endeavors of the department.

## MANAGEMENT

Management is a broad-based discipline. The faculty offers courses for students who desire either a specific business emphasis within management or a general business degree. Most management graduates enter into an internship or training program where they can integrate their general business skills with specific job responsibilities.

All management majors must obtain a C (2.00) minimum grade in ACCT121, 122 and a C (2.00) minimum grade in BSAD355.

## Major in Management (BBA)

### General Option

### Required courses for major—15

BSAD330, 345, 384, 436, 467

are listed on p. 168.

**Group A--3**

Choose one of the following:  
FNCE426, ECON427, 454

**Group B--9**

MKTG465, MDLG490, 495

**Cognates—6**

MATH182, STAT285

**Total credits for the BBA/BA—145**

**BBA/BA in Music**

This program prepares students for pursuing career options, which combine the skills and creativity of business and the musical arts. Upon completion of this five-year program students receive two separate but integrated degrees: a Bachelor of Business Administration with a major to be chosen from among BBA majors listed in the School of Business *Bulletin* in consultation with a Department of Music advisor, and a Bachelor of Arts in Music. Note that in order to receive the BA in Music students in this program must take additional general education course work as described below:

**General Education Requirements—46****Religion—12**

Take RELT100 and either RELT340 or 390  
Plus 2 courses chosen from RELB210, 225,  
RELT250 or RELP400.

**Arts and Humanities—6**

HIST118

Select 1 from the following: ENGL255,  
MUHL214, ARTH220, PHIL224

**Physical/Natural Science—6**

IDSC321, 322

**Social Science—6**

PSYC101, SOCI119

**Language and Communications—8**

ENGL115, 215, COMM104

**Mathematics—3**

MATH165

**Wellness—3**

HLED130

2 activity courses

**Service—2+**

BHSC100 (plus fieldwork)

Note: In order to receive the BA in Music students in this program must take the following additional credits of General Education course work:

**Additional General Education Requirements—15****Arts and Humanities—5**

HIST117, IDSC211

**Physical/Natural Science—3**

Choose 1 of the following: PHYS110,  
BIOL208, BIOL330, PHYS405, CHEM110

**Social Science—3**

Choose 1 of the following: BHSC220,  
BHSC235, IDSC237

**Language/Communication—4**

Intermediate language

**Bachelor of Arts in Music—min. 41**

MUCT101, 102, 131, 132, 201, 202, 231,  
232; MUHL458, 459, 468, 469; MURE420;  
minimum 8 credits of applied music which  
includes a recital or project; 4 credits of  
ensemble; 2 credits of electives.

**Business Core and Business Major with Cognates 72****Business Core—39**

ACCT121, 122, BSAD341, 355, 365, 475,  
494; ECON225, 226, FNCE387, INFS110,  
215, MKTG310.

**Business Major—27**

To be chosen from among BBA majors listed in the School of Business *Bulletin* in consultation with a Department of Music advisor. These majors include: accounting, economics, finance, information systems, management and marketing.

**Cognates—6**

MATH182, STAT285

**Total credits for the BBA/BA—min. 174**

**INFORMATION SYSTEMS**

The Information Systems major is designed to produce graduates equipped with the ability to integrate information systems into the business environment, to explore methods of leveraging business functions through information systems, and to function in entry level information systems positions with a basis for continued career growth. The curriculum reflects input from both industry and universities and responds to industry requests for increased emphasis in technical orientation and improved skills for managers in strategic uses of information systems.

All Information Systems majors must obtain a “C+” average in major and core courses. In addition, no grade below a “C-” is allowed within the major, core courses, and major cognates.

**Major in Information Systems (BBA)****Required major courses—24-27**

INFS226, 235, 310, 318, 428, 437, 447,  
CPTR125 (if needed), 151

**Elective major courses—3**

INFS457 or 467

**BBA core—39****BBA cognates—6****General Education requirements—46****General electives—3-6**

(Must be taken outside the School of Business)

**Total credits for BBA degree—124**

**Courses**

(Credits)

See inside front cover for symbol code.

- BSAD360** (3) relationships with host governments, and organizational and operating problems of the multinational corporation including setting strategic goals, personnel management, planning, communication, and control. Assumes a background in management and in the international environment of business. *Fall*  
**(was BSAD460)**  
**Management of Long-Term Care Facilities**  
 A study of long-term care services and management of long-term care facilities.  
 Prerequisites: BSAD335, 355.
- BSAD365** (3) **BSAD475** (3)  
**(was BSAD265)** **Operations Management**  
**International Environment of Business**  
 A survey of the world environment in which international business is conducted, including both economic relations among nations and environmental factors that affect business operations within different nations. Topics include international trade and trade restrictions, the balance of payments, the international monetary systems, and the multinational corporation.
- BSAD384** (3)  
**Human Resource Management**  
 A survey of the objectives and issues associated with personnel management in organizations. Topics include studies in human resources planning and forecasting, job analysis and evaluation, personnel recruitment, selection and assessment, training and development, performance evaluation, compensation and benefits, grievance procedures and disciplinary actions. Prerequisite: BSAD355. *Spring*
- BSAD397** (1-3)  
**(was BSAD297)**  
**Topics in \_\_\_\_\_**  
 Intensive study of selected topics of current interest in the sub-discipline area noted and not ordinarily covered in depth in other courses. Repeatable in different topics with approval of department. Prerequisite: Permission of instructor.
- BSAD436** (3)  
**Motivation and Work Behavior**  
 Advanced topics dealing with individual and organizational factors affecting employee motivation, performance, and satisfaction. Areas may include the work climate, organizational attachment, job design, goal-setting, group dynamics, and reward systems. Cases and projects. Prerequisite: BSAD355. *Spring*
- BSAD450** (3)  
**Multicultural Business Relations**  
 A study of globalization and the increasing ethnic and cultural diversity in the workplace that requires managers to become more aware of and sensitive to the role of culture in business relations. Communication, negotiation, principles and practices of management in a cross-cultural context is the focus of study. *Fall*
- BSAD466** (3)  
**Practice Skills for the Long-Term Care Administrator**  
 The main objective is to prepare students for the national and state licensure examinations. Emphasizes the domains of practice not receiving enough coverage in other courses, such as patient-care management, physical-resource management, and life safety code. Prerequisite: BSAD360.
- BSAD467** (3)  
**International Management**  
 Among the subjects considered are the decision process in making investments abroad,

of culture in business, aims to develop skills in cross-cultural communication and negotiations; and prepares the student for the increasing cultural diversity in the workplace.

**BSAD620** (3)  
(was BSAD688)

***Ethics, Service & Society***

An exploration of the interrelationship among business, government and society. Stakeholder management, the analysis of the legal and regulatory environment, and the responsiveness of business in its service to society. A study of ethical problems encountered in business and the management of moral dilemmas. *Fall*

**BSAD638** (3)  
(was BSAD635)

***Hospital Administration***

Organization and management of a modern hospital and integrated healthcare organizations built around a hospital as the nucleus. Prerequisite: BSAD531.

**BSAD648** (variable)  
***Workshop***

**BSAD670** (3)

***Human Resources Seminar***

Topics may include human-resources planning, job analysis and design, recruitment, screening and selection, training and career development, performance evaluation, compensation and rewards, affirmative action, discipline, unions, grievances, and conflict resolution. Emphasis on cases, projects, and research. Prerequisite: BSAD515 or permission of instructor.

**BSAD689** (3)

***Strategic Management***

Requires that students integrate relevant knowledge gleaned from previous core business-course experiences. Extensive case work and library research are demanded. Students work with a real organization to develop a comprehensive strategic plan. Assumes that the student has completed all MBA core requirements or is currently enrolled in the remaining courses. *Summer*

**BSAD690** (1-3)

***Independent Readings***

Designed for the individual needs of a student. Oral/written reports may be required. Graded S/U. Permission of the dean required. Prerequisite: Completion of 24 graduate business credits with a cumulative GPA of at least 3.25.

**BSAD694** (2-3)

***Independent Research***

Designed to fit the individual needs of the student. Permission of the dean required. Prerequisite: Completion of 24 graduate business credits with a cumulative GPA of at least 3.25.

## INFORMATION SYSTEMS

**INFS110** (3)

***Introductory Computer Tools***

Computer usage including application software, operating systems, Internet, development concepts and ethics. Explores the appropriate role of IT in an organization. The lab portion of the class covers word processing, spreadsheet, database, and the creation of web pages. Prerequisites: familiarity with word processing, keyboarding skills 20 wpm, and math placement exam score of 2.0. *Fall, Spring*

**INFS 215** (3)

***Information Systems Theory and Application***

Focuses on extending the students skills in applications and explores information-systems theory. Applications focused on include advanced spreadsheet, PC database usage, and the development of interactive web pages. Students also gain an understanding of organizational systems, planning, the decision process, and decision support technologies. Prerequisite: INFS110. *Fall*

**INFS226** (3)

***Information Technology Hardware and Software***

Provides the hardware/software technology background to enable systems development

issues. Marketing ethics topics include: survey of ethical decision-making theories, organizational processes, ethics research, and case histories. Contemporary issues are constantly updated. Prerequisite: MKTG310.

**MKTG440** (3)  
(was MKTG490)

**Marketing Management Problems**

An integrative capstone course for marketing majors. Emphasizes process by which marketing managers seek solutions to marketing problems and considers marketing opportunities. Field studies provide students with opportunities to apply knowledge gained in marketing course work to concrete situations. Assumes completion of majority of courses in marketing major.

**MKTG444** (3)  
**Not-for-Profit Marketing**

Examines the meaning and role of marketing concepts and tools in nonprofit institutions such as hospitals, schools, public agencies, foundations, and churches. The role of activities such as marketing research, product development, pricing, advertising, publicity, personal selling, and marketing control are examined in the nonprofit sector. Prerequisite: MKTG310. *Fall*

**MKTG450** (3)  
**Retailing**

Designed to help students increase awareness of the retailing process, understand the changes in customer needs, demographics, and shopping behaviors, assess the emerging technologies which have a dramatic effect on retail operations, and analyze the strategic long-term plans which retailers are using for creating advantages in this rapidly changing environment. *Fall*

**MKTG456** (3)  
**Marketing Research**

Focuses on the systematic collection of business and marketing-related data to provide information to decision makers. Emphasis on translating management problems into research questions, developing a research design to address these questions, and analyzing research results with recommendations to management. Prerequisites: STAT285, MKTG310. *Fall*

**MKTG465** (3)  
**International Marketing**

Marketing problems arising from various degrees of foreign involvement. Includes marketing research, project planning and development, pricing, promotion, distribution, and organization. Emphasis on management of these marketing functions in a multinational context where the parameters differ from those in domestic marketing. Prerequisite: MKTG310. *Fall*

**MKTG500** (2)

**Survey of Marketing**

A general survey of the major marketing methods, institutions, and practices. Not available for the MBA program.

**MKTG540** (3)

**Not-for-Profit Marketing**

Study of marketing concepts and tools for not-for-profit institutions. Topics include marketing research, product development, pricing, advertising, publicity, personal selling and

marketing control. Prerequisite: MKTG310.

**MKTG680** (3)  
(combines BSAD550 and MKTG676)

**Research Methods/Marketing Strategy**

Survey of the strategic marketing process of analyzing research and market opportunities, selecting target markets, designing marketing strategies and evaluation marketing programs. Emphasizes anticipation and reaction to a changing environment through research analysis. Includes the research process from research design to data collection, analysis, and reporting. Prerequisite: MKGT310 and STAT285. *Spring*

## Graduate Programs

**Faculty**

*Accounting, Economics, and Finance*

Leonard K. Gashugi, Chair

Samuel Chuah

Ann M. Gibson

Mary Ann Hofmann (on leave)

Darlene R. Kausch

Malcolm B. Russell

Delyne J. Shepard

(3) *Management, Marketing, and Information Systems*

\_\_\_\_\_, Chair

William Greenley

Phylis Mansfield

Robert C. Schwab

Jacquelyn Warwick

## MASTER OF BUSINESS ADMINISTRATION

**MISSION**

The mission of the MBA program is to prepare students from many cultural backgrounds for responsible positions in domestic and international business, in government, and in not-for-profit organizations. The program emphasizes the integration of business principles with Christian principles and philosophy to prepare students for leadership roles which require clear and critical thinking, wise judgment, effective communication, integrity in all actions, and recognition of opportunities for service.

Students who enter the program without prior course work in business must take a 2-year (5-

enrollment in the MBA program.

Phase II has 33 semester credits that help the student view the business enterprise as an integrated unit and emphasize strategic thinking and the development of managerial, finance, and accounting skills. Students may move from Phase I to Phase II, or may enter Phase II directly, depending on course work taken at the undergraduate level.