

Major Group B electives—0–9

Electives may be selected from ACCT, ECON, FNCE, INFS or MKTG courses

BBA core—39

BBA cognates—3

General Education requirements—47

General electives—8

Total credits for the BBA degree—124

Since management is a broad field, variation is allowed in academic programs. Management majors are urged to focus their course work in an area of concentration. Also available are double degrees (BA/BBA) in International Business and Language and in Music (see p. 225).

Minor in Management

Required courses—15

BSAD345, 355, 384, 410; MKTG310

Minor electives—6

Choose two courses from any courses in the School of Business

Total credits for the minor—21

Organizations from every area of business are driven by marketing and its concepts. Marketing monitors and investigates the changing needs of businesses and non-profit organizations. Marketers then create a product/service designed to meet these needs including determining the price, distribution pattern and promotional plan. Marketing provides a well-rounded business education for those considering opening their own business or for careers in areas such as advertising and promotion, retail or marketing management, marketing research, sales, or international business. The marketing curriculum helps students attain general marketing skills as well as those needed for developing marketing strategies and policies.

All marketing majors must obtain a C (2.00) minimum grade in ACCT121, 122 and a C (2.00) minimum grade in MKTG310.

BBA: Marketing

Required courses in major—12

MKTG320, 368, 440, 456

Elective major courses

Major Group A electives—12

Choose four courses from the following: MKTG375, 435, 444, 450, 465; BSAD410, 487

Major Group B elective—3

One appropriate upper division elective approved by advisor.

BBA core—39

BBA cognates—3

General Education requirements—47

General electives—8

Total credits for the BBA degree—124

Minor in Marketing

Required courses—12

MKTG310, 320, 368, 440

Minor electives—9

Choose three courses from the following: MKTG375, 435, 444, 450, 456 (with statistics background), 465; BSAD410

Total credits for the minor—21

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.

BBA: Information Systems

Required major courses—24–27

BSAD345 (3)

Business and Society

A study of how business operates within the political, legal, and social environment, its relationship to government agencies and government controls, and how business relates its activities to various social problems. Ethical considerations of business decisions as related to this environment. *Fall*

BSAD355 (3)

Management and Organization

Introduces concepts of effective management in organizational

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, Spring*

INFS226 (3)

Information Technology Hardware and Software

Provides the hardware/software technology background to enable systems development personnel to understand tradeoffs in computer architecture of effective use in a business environment. Single-user, central, and networked computing systems; single and multi-user operating systems are all examined. Prerequisite: CPTR125; Prerequisite with concurrency allowed: INFS215. *Fall*

INFS235 (3)

Business Programming

Explores programming, computer concepts and the design of business applications using both object-oriented and procedural methodologies. Covers the logical and physical structures of both programs and data. Emphasizes data and file processing. Prerequisite: CPTR151. *Spring*

INFS310 (3)

Networks and Telecommunications

Covers data communications and networking, covering hardware and software. Emphasis upon the analysis and design of PC networking applications. Management of telecommunications networks, cost-benefit analysis, and evaluation of connectivity options are also covered. Students learn to evaluate, select, and implement different communication options within an organization. Prerequisite INFS226. *Fall*

INFS318 (3)

Business Systems Analysis and Design

Provides an understanding of the system development, modification, decision process, and choices in business process development and reengineering methodology. Emphasizes integration with users and user systems. Encourages interpersonal skill development, operations and maintenance of the system, and covers quality and decision theory, information theory, and practice. Prerequisite: INFS215. *Fall*

INFS397 (1-3)

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.

INFS428 (3)

Database Systems Design and Development

Covers information systems design, theory, and implementation within a database management system environment. Students demonstrate their mastery of the design process acquired in earlier courses by designing and constructing a physical system using database software to implement the logical design. Prerequisite: INFS235, INFS318 or CPTR460. *Spring*

INFS436 (3)

Web-Based Business Systems

Explores the technologies and strategies of current and emerging trends in e-business. Looks at electronic commerce system design and implementation, and the interaction between web pages and databases. Security and legal concerns are also addressed. Prerequisite: INFS310; Prerequisite or Corequisite: INFS428. *Spring*

INFS447 (3)

Project Management

Covers the factors necessary for successful management of system development or enhancement projects. Both technical and behavioral aspects of project management are discussed. Focus is on management of development for enterprise-level systems. Prerequisite: INFS428. *Fall*

INFS457 (3)

Certification Support

Provides background and support necessary for students to pursue various software certification exams such as the MCSE series and the CNE exams. Prerequisite: INFS310. *Spring*

INFS510 (3)

Management Information Systems

Covers current issues that effective managers must address as their organizations grow increasingly dependent on information technologies. Topics include hardware, software, telecommunications, networking and the management challenges involving these technologies. Extensive use of case studies. Word processing and spreadsheet skills are assumed.

MKTG310 (3)

Principles of Marketing

MKTG440 (3)***Marketing Management***

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. Prerequisites: MKTG310, 320, 368 and 456, or permission of instructor.

MKTG444 S (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 non-profit sector. Prerequisite: MKTG310. *Fall*

MKTG450 Alt (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. Prerequisite with concurrency allowed: MKTG310.

MKTG456 S (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 Alt (3)***Marketing for Non-Profit Organizations***

The study of marketing concepts and tools for not-for-profit institutions. Topics include marketing research, conducting a marketing audit, communication strategy, publicity, development and philanthropy. A field project and case analyses are required. Prerequisite: MKTG310 or permission of instructor.

MKTG680 (3)***Marketing Strategy***

Survey of the strategic marketing process of analyzing research and market opportunities, selecting target markets, designing marketing strategies and evaluation of marketing programs. Emphasis on how marketing managers anticipate and react to a

changing environment. Case analyses and a business research paper are required. Prerequisite: MKGT310. *Spring*

Faculty***Accounting, Economics, and Finance***

Leonard K. Gashugi, *Chair*

David Beckworth

Samuel Chuah

Ann M. Gibson

Mary Ann Hofmann

Management, Marketing, and Information Systems

Robert C. Schwab, *Chair*

José R. Goris

William Greenley

Ben Maguad

Charles Tidwell

Jacquelyn Warwick

Master of Business Administration (MBA)

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.

With the appropriate business background, the MBA at Andrews University can be completed in three semesters. However, the MBA is also designed for students with any bachelor's degree. Students who enter the program without prior course work in business must take a two-year (5-semester) degree program, as prerequisites in the common body of knowledge are required to bring the student up to the minimum expectations of our graduate faculty. These prerequisite courses may be waived for students with appropriate undergraduate course work from an accredited institution. If the prerequisite courses are more than five years old or the grades earned are below C, students may be required to repeat these courses.

The prerequisite courses provide an introduction to the broad field of business administration. Such courses must be taken by the time the student has completed no more than 50% of his/her course work for the master's degree. The following courses constitute the prerequisites for the MBA degree: ACCT121, 122; BSAD341, 355, 475; ECON225, 226; FNCE317; INFS215; MKTG310; STAT285. Competency in computers is assumed.

The graduate courses, which approximate three semesters of work, are divided into two groups, required and elective; 21 credits are in courses required of all students, and 12 credits are in elective courses. These advanced courses emphasize the understanding of administrative processes in resolving problems faced by business executives. All advanced courses are offered only at the graduate level.