

changing foreign exchange conditions. Exchange exposure coverage, taxation impacts, and global-risk diversification. Prerequisite: FNCE317. *Fall*

FNCE429 **Alt (3)**
Portfolio Theory
 Theories and techniques for management of portfolios; emphasis on the portfolio manager's role in diversification and meeting investors' goals, and a review of empirical literature. Prerequisite: FNCE317. *Spring*

FNCE430 **Alt (3)**
Finance Economics Seminar
 A survey of contemporary issues in financial markets, with an emphasis on financial market innovations, financial system stability, and the role of government. The class is taught in a seminar setting and relies on extensive selected reading from current trade books and periodicals. Prerequisites: FNCE317, ECON225, 226.

FNCE526 **(3)**
Multinational Financial Management
 The financial management of international enterprises and global portfolio analysis. Short- and long-term capital sources and uses. Capital budgeting in changing foreign exchange conditions. Exchange exposure coverage and taxation impacts. Research paper/ presentation is required. Prerequisite: FNCE317

concepts of market efficiency. Emphasizes equity investments, bonds, options, future, and international securities. Case analyses are required. Prerequisite: FNCE317. *Summer*

MANAGEMENT, MARKETING & INFORMATION SYSTEMS

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Academic Programs	Credits
BBA in Management	69
BBA in Marketing	69
BBA in Information Systems	69
Minor in Management	21
Minor in Marketing	21
Minor in Information Systems	21
Graduate Programs are listed on p. 283	

Mission
 The Department of Management, Marketing & Information Systems of the School of Business Administration prepares

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.

BBA in Management
General Option
Required courses for major—15
 BSAD345, 384, 410, 436, 467
Elective major courses
Major Group A electives—3-12
 BSAD courses not previously applied

Major Group B electives—
 Electives may be selected from ACCT, ECON, FNCE, INFS or
 MKTG courses
 BBA core—
 BBA cognates—
 Electives—
 General Education requirements—
 TOTAL CREDITS for the BBA—

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
 (see p.).

Minor in Management

Required courses—
 BSAD , , , ; MKTG
 A minimum of a "C" letter grade must be earned in BSAD .
 Minor electives—
 Choose two courses from any courses in the School of Business
 Administration
 TOTAL CREDITS for the Minor—

Marketing

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 (.) minimum grade in
 ACCT , and a C (.) minimum grade in MKTG .

BBA in Marketing

Required courses in major—
 MKTG , , ,
 Elective major courses
 Major Group A electives—
 Choose four courses from the following: MKTG , , , ,
 , ; BSAD ,
 Major Group B elective—
 One appropriate upper division elective , visi mE15 55 168.3o(elec)-5(ti)30(v)(BS)3EMC /Span <</MCIDnB4iGB 17923C /Span <</MCID 34115 32

area noted and not ordinarily covered in-depth in other courses.
Repeatable in different topics with approval of the department.
Permission of the instructor required.

BSAD ()
Business Law
Introduction to general legal principles focusing on business organizations, property laws, employment regulation, agency laws, business torts and crimes, regulation of negotiable

BSAD (-) Advanced Topics in _____ Topics of current interest in the sub-discipline area noted not ordinarily covered in depth in other courses. Repeatable in different topics with the approval of the department. Permission of the instructor required.	BSAD () Management of Not-for-Profit Organizations Issues facing managers in third-sector organizations. Studies of the mission and objectives pursued, strategic leadership and board composition, organizational structure and operation, marketing and fund-raising, financial management, training and motivation of volunteers, assessment of stakeholder satisfaction and overall operating effectiveness. A major field project and a library research project are required.
BSAD (-) Independent Readings/Study in _____ Directed study or readings under the guidance of the instructor. Oral and reading reports may be required. Graded S/U. Permission of the dean required. Prerequisite: previous upper-division work in the discipline; minimum cumulative GPA of . and minimum GPA of . in business subjects.	BSAD Alt () International Management Understanding the global enterprise and how management concepts, principles, and practice transcend national boundaries. Focus on global strategies, the importance of cultural differences to organizational effectiveness, management of people in international organizations, personnel selection and repatriation, political risks, ethics and social responsibility.
BSAD (-) Independent Research in _____ Study under the supervision of the instructor. Permission of the dean required. Prerequisites: previous upper division work in the discipline; minimum cumulative GPA of . and a minimum GPA of . in business subjects.	BSAD (-) Topics in _____ Topics of current interest in the business area not ordinarily covered in-depth in regular courses. Repeatable to credits.
BSAD () Survey of Management Introduces concepts of effective management in organizational settings. Not available for MBA program.	BSAD () Intercultural Business Relations Study of the role 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. A research paper and a project are required.
BSAD () Organizational Behavior Application of behavioral sciences to management. The examination of contemporary theories and principles of human behavior. Topics include perception, personality, attitudes, emotions, motivation, leadership, decision making, communication, group processes, diversity, organizational change, self-awareness, and stress management. A research paper and case analyses are required.	BSAD () Management of Quality Provides a strategic and structured approach to the design and development of quality programs in manufacturing and service organizations. Addresses the analytical and behavioral aspects of quality and its strategic importance to organizational success. Prerequisites: BSAD and STAT .
BSAD () Organizational Behavior for Managers Explores basic and applied concepts as well as research findings in the management and organizational behavior areas to aid managers to effectively perform their duties. Topics include management functions (planning, organizing, leading, and controlling), learning, perception, personality, motivation, attitudes, performance, groups, teamwork, leadership, communication, diversity, decision-making, and organizational change. Not available for MBA program.	BSAD () Christian 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.
BSAD () Emergency Management Study of the ideas and concepts of emergency management. Expands basic principles covered in FEMA Independent Study (IS) modules, giving attention to leadership issues in managing change and making sound policy decisions and communicating during crisis incidents. Includes attention to specific hazards, laws, and standards of state government and federal requirements. Relationships between community preparedness and local emergency management programs will be emphasized. Emphasis will be given to the Integrated Command Systems (ICS) and Emergency Operations Center models of emergency management operations. Required course for Michigan PEM certification. Includes satisfactory completion of FEMA-provided modules in Professional Development Series. Prerequisites: BHSC/SOWK or IS modules IS- and IS- .	BSAD (variable) Workshop BSAD () MBA Extension Program Continuation BSAD () Human Resources Seminar Topics may include human resources planning, job analysis and design, recruitment, screenf 8.5 0 0 8.5 315 1k8.5 315 166.3116 T 19.496

INFS ()
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.

Marketing

MKTG ()
Principles of Marketing
A general survey of the major marketing methods, institutions, and practices examined from the viewpoint of their effects on exchange transactions linking producers with consumers. Assumes a working knowledge of micro-economics. Fall, Spring

MKTG ()
Consumer Behavior
An integration of the various disciplines in the behavioral sciences with marketing theory to understand, explain, and predict consumer decisions. Explores both the theoretical and practical implications of individual behavioral variables, group influences, and consumer decision processes. Prerequisite or corequisite: MKTG . Fall

MKTG ()
Advertising and Promotion
Focuses on the role of promotion and communication in the marketing mix. Explores the nature and types of promotion, including advertising and point-of-purchase display, the steps in developing an advertising campaign, and measures of advertising effectiveness. Explores the management of the promotion and advertising functions in an organization. Prerequisite: MKTG . Spring

MKTG Alt ()
Direct Marketing
Marketing goods and services directly to consumers, marketing through e-commerce, catalogs, direct-mail, telemarketing, kiosk shopping, TV and radio direct response, magazine and newspaper direct response. Prerequisite: MKTG . Spring

MKTG Alt ()
Marketing Ethics and Contemporary Issues
Emphasizes the ethical challenges that confront the decision maker and their impact on society at large as well as ethically-based contemporary issues. Marketing ethics topics include: survey of ethical decision-making theories, organizational processes, ethics research, and case histories. Contemporary issues are constantly updated. Prerequisite: MKTG .

MKTG395 Alt () (empMar312completiNot-(e))fncrôêQ ãE-An
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: MKTG , , and ti <</MCID 34602 >>BDC .