

# College of Business and Computer Science

## Master of Business Administration

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<http://www.sbuniv.edu/mba/index.htm>

## Calendar

### Class Dates

Fall Online.....	August 20
Fall Session #1 .....	August 20
Fall Session #2 .....	October 15
January Session .....	January 3
Spring Online .....	January 23
Spring Session #1 .....	January 23
Spring Session #2.....	March 25
Summer Online .....	June 3
June Session .....	June 3
July Session.....	July 1

### Deadlines for Intent to Graduate Card

Fall 2012 .....	October 10
Spring 2013 .....	March 8

### Graduation Dates

Fall 2012 .....	December 14
Spring 2013.....	May 18

## Program Purposes

The College of Business and Computer Science offers a Master of Business Administration (MBA) and an MBA Health Administration. The MBA is a 40-43 hour program of study and the MBA Health Administration is 46-51 hours.

### Mission Statement

The mission of the MBA program is to empower and equip graduate students, building on foundational business and biblical principles, with the interpersonal, critical thinking, and analytical skills to enable them to become servant leaders in a global community.

### Objectives

MBA graduates will be able to:

1. Demonstrate an understanding of the biblical context of business;
2. Synthesize and evaluate scholarly research;
3. Apply an appropriate understanding of accounting, finance, economics, marketing, and management to analyze and evaluate organizational situations in domestic and international settings;
4. Utilize knowledge, skills, and technology to engage in effective decision-making;
5. Demonstrate effective communication skills including interpersonal, writing, and making presentations;
6. Analyze and evaluate organizational environments and create appropriate strategies to guide organizational action;
7. Recognize and analyze individual and organizational ethical situations and apply Judeo-Christian ethical values in creating appropriate responses.

Graduates of the MBA Health Administration program will also be able to:

1. Identify the distinctive functions of organizations that provide health services and the respective duties of administrators and leaders in the health care industry.

2. Define the legal responsibilities and relationships between regulatory authorities and health service providers.

## Assessment

Periodic measurements of student perceptions and intellectual growth are obtained as one means for the University to assess and improve its academic programs and student learning. Additionally, student, alumni and employer needs surveys are conducted to determine curricular and programmatic changes. The MBA Major Field Assessment Test is also used in assessment and is required for all MBA students in the capstone course requirement. The information obtained is used to measure and develop student competencies and to determine and improve the quality of the educational experience for students.

## Admission Requirements

### Admission to Unclassified Status

Students who do not wish to pursue a degree or the certificate program but who are eligible for graduate study may take up to nine graduate credit hours in the College of Business and Computer Science. The ability to transfer credit for the courses completed toward the graduate program at SBU, or another college or university, depends upon the course of study provided at the time of transfer by the receiving program. Applicants who have not completed the application process are also placed in this status until requirements are met.

### Admission to Classified Status

Students may be fully admitted or conditionally admitted to the graduate program. Classified status students are admitted to the program in one of four classification categories:

1. **Fully Admitted** - The student meets all admission standards and has been admitted to the program of study.
2. **Conditionally Admitted**
  - a. **Contingent Admission** - Any student who has not completed the academic program prerequisites is conditionally admitted to graduate study. However, the graduate student may take no more than nine semester hours of graduate courses without satisfying program prerequisites.
  - b. **Academic Probationary Admission** - The student meets all admission standards except that the student does not present a 2.75 grade point average. This student may be admitted as a probationary student pending completion of nine hours of graduate level work with grades of "B" or better.
  - c. **Senior Admission** - A senior in the last semester of his baccalaureate degree program may enroll for graduate work as a dually-enrolled student if:
    1. The total number of hours taken does not exceed 16 semester hours, which includes no more than nine semester hours of graduate courses.
    2. The student has at least a 2.75 grade point average.
    3. The student completes the bachelor's degree at the end of the semester.
    4. The student meets all other standards for admission.

A student seeking admission to the Master of Business Administration program shall meet the following admission standards:

1. Hold a baccalaureate degree from a regionally accredited college or university;
2. Have an undergraduate grade point average of at least 2.75 on a 4.00 scale;
3. Submit a completed "Application for Admission to the College of Business and Computer Science Master of Business Administration Program;"
4. Submit an official transcript of all baccalaureate and graduate level records from colleges and universities attended; and
5. Pay a \$45 transcript evaluation fee.

### International Students

International students must meet the admission requirements stated in the previous sections. Official records of all higher education, including certificates of degrees with the dates the degrees were conferred, must be submitted. All records not in English must be accompanied by an official translated record. All records should show the individual subjects studied and the grades received in each subject.

### Prerequisites

The Master of Business Administration program require that students be prepared with knowledge in certain areas before taking the course in that discipline. Students must satisfy all outstanding prerequisites courses with the grade of C or better. Courses can be completed by online or in class delivery, OLIS, or completion at another regionally accredited institution. Individuals requiring information on how to fulfill the prerequisites courses should contact the Director of Graduate Studies.

- Computer Proficiency
- ACC 2013 Principles of Financial Accounting *or* ACC 5003 Accounting Foundations
- MGT 3013 Principles of Management *or* MGT 5003 Management Foundations (*or* approved alternative)
- MKT 3023 Principles of Marketing *or* MKT 5003 Marketing Foundations
- ECO 2023 Principles of Economics *or* ECO 5003 Economics Foundations
- BUS 2023 Business Statistics *or* BUS 5003 Statistics Foundations
- FIN 3053 Business Finance *or* FIN 5013 Finance Foundations

### Transfer Credit

Nine graduate semester hours completed at another regionally accredited institution may be transferred and applied to the degree. These credits must be comparable to courses offered at Southwest Baptist University and must be approved by the Graduate Council or the college dean.

## Degree Requirements

Students are eligible to graduate after fulfilling the requirements described below. Students who enroll in another college or university without prior permission of the Dean of Graduate Studies are considered to have withdrawn from Southwest Baptist University. Students wishing to transfer work from another institution and not withdraw from Southwest Baptist University must obtain prior approval from the Director of Graduate Studies within the College of Business and Computer Science.

### Comprehensive Examination

Each student is required to pass a comprehensive examination at the end of the study for the degree and must be completed at the conclusion of the course on Organizational Strategy. This course is the last course taken in the program and cannot be taken unless all other course work is completed. The examination will test the extent to which the student can analyze, synthesize, evaluate and apply that which has been learned from the various graduate study experiences. Responses on the examination will be evaluated by a committee of graduate faculty. The examination will be administered by the Office of Graduate Studies and monitored by members of the graduate faculty.

### Master of Business Administration

To receive the MBA degree, a student must:

1. Meet all graduate admission standards, including completion of a baccalaureate degree, and completion of admission application and file;
2. Complete a plan of graduate study consisting of at least 36 semester hours;
3. Maintain a graduate level GPA of at least 3.00 on a 4.00 scale with no grade below a C (2.00). Students receiving two grades of "F" are automatically dismissed from the graduate program. Students may reapply for admission after a mandatory one-year suspension. Individual graduate programs may require additional standards for students receiving failing grades;
4. Complete an administrative core of 27 hours;
5. Complete all degree requirements within a five-year period following admission to the graduate degree program; and
6. Participate in commencement exercises unless absence is approved by the Provost.

### MBA Health Administration Concentration

To receive the MBA Health Administration Concentration degree, a student must:

1. meet all Master of Business Administration requirements listed above;
2. complete a plan of graduate study consisting of at least 45 semester hours.

## Program of Study And Academic Regulations

The MBA degree program will consist of at least 39 credit hours. The MBA Health Administration Concentration degree will consist of at least 48 credit hours. The Master's program of study is based upon the belief that experienced administrators should have a working knowledge of business on which to build. The following programs of study will ensure that administrators have the tools and knowledge to succeed in their careers.

### MBA Program of Study (40-43 credit hours)

**MBA CORE Requirements (25 hours)**  
ACC 5113 Managerial Accounting

<i>or</i>		
ACC 5223	Financial Accountability .....	3 hours
CIS 5123	Management Information Systems and E-Commerce.....	3 hours
BUS 5053	International Business .....	3 hours
ECO 5043	Managerial Economics	
<i>or</i>		
ECO 5053	International Trade.....	3 hours
FIN 5023	Financial Management	
<i>or</i>		
FIN 5033	International Finance.....	3 hours
MGT 5043	Organizational Behavior and Servant Leadership.....	3 hours
MGT 5093	Organizational Strategy.....	3 hours
MGT 5111	History of Management Thought .....	1 hour
MKT 5023	Marketing Management .....	3 hours

**MBA Additional Requirements (12-16 hours)**

BUS 5023	Business Communications and Culture	
<i>or</i>		
MGT 5013	Managerial Communications .....	3 hours
BUS 5043	Ethics and Critical Thinking in Business Administration	
<i>or</i>		
LDR 5043	Ethical Leadership in Organizations .....	3 hours
BUS 5063	Law of Commerce and International Trade .....	3 hours
MGT 5073	Human Resource Management .....	3 hours
BUS 5083	Research Methods in Business Administration.....	3 hours
*BUS 598(1-2)	Internship .....	1-2 hours

**MBA Health Administration Concentration Additional Requirements (21-25 hours)**

BUS 5023	Business Communications and Culture	
<i>or</i>		
MGT 5013	Managerial Communications .....	3 hours
HAD 5013	Health Administration Law and Risk Management .....	3 hours
HAD 5043	Ethics and Critical Thinking in Health Administration.....	3 hours
HAD 5083	Research Methods in Health Administration.....	3 hours
HAD 5103	Health Service Systems .....	3 hours
HAD 5183	Health Service Organizations .....	3 hours
*HAD 598(1-2)	Internship.....	1-2 hours

\* Or over four years supervisory management experience. Students with 2-4 years supervisory management experience may only be required to take one hour of internship.

## Health Administration Certificate Program

The Health Administration Certificate program is an eighteen-hour sequence involving two health administration courses (6 hours) and four graduate business courses (12 hours). The completion of the six hours of health administration courses, plus four of the seven graduate leveling courses, would result in the student being awarded a Certificate of Health Administration along with a “pinning” ceremony. Within a year a student can finish the certificate program and gain knowledge and skills in fundamental areas of health care organization. Credit earned in the certificate program can also be applied toward Southwest Baptist University’s Master of Business Administration with a concentration in Health Administration.

**Health Administration Certificate Program (18 semester hours)**

HAD 5103	Health Service Systems .....	3 hours
HAD 5183	Health Service Organizations .....	3 hours
ACC 5003	Accounting Foundations I (cross-listed with ACC 2023) .....	3 hours
MGT 5003	Management Foundations (cross-listed with MGT 3013).....	3 hours
FIN 5013	Finance Foundations (cross-listed with FIN 3053) .....	3 hours
MKT 5003	Marketing Foundations (cross-listed with MKT 3023) .....	3 hours

If a student enters the program having taken the equivalent of one of the foundations courses at the undergraduate level, other courses listed in sequential preference would be taken to satisfy the eighteen graduate hours required for completion of the certificate program:

1. BUS 5003 Statistics Foundations
2. ECO 5003 Economics Foundations
3. Other graduate business courses as approved

A minimum of 18 graduate business hours must be completed through Southwest Baptist University to earn the Health Services Administration Certificate.

### **Course Repetition**

(See page 44)

**Location of Branch Campuses:  
Springfield, Missouri**

## COURSE DESCRIPTIONS

In order to provide the appropriate academic training the following courses will be included in our current graduate offerings:

### ACCOUNTING

#### **ACC 5003. Accounting Foundations (cross-listed with ACC 2013) - 3 hours**

A study of the basic fundamentals of Financial Accounting, concentrating on the complete accounting cycle for both the service and merchandising business. Included in this study are inventory systems, internal control, financial reporting and financial statement analysis. This course is a leveling course which meets an MBA prerequisite; it can not be counted or substituted for another MBA course.

#### **ACC 5113. Managerial Accounting - 3 hours**

The application of accounting principles and techniques to managerial planning and controlling activities. Areas emphasized will include behavior of cost, budgeting, accounting analysis, and improving managerial tools used in decision making. Prerequisite: Accounting Principles (ACC 2013/5003).

#### **ACC 5223. Financial Accountability – 3 hours**

This is a two-part course that addresses the issues typically included in graduate level courses in managerial accounting and finance principles and tools to achieve exceptional, comprehensive stewardship of all organizational resources. Prerequisite: ACC 2013/5003.

#### **ACC 599(1-3). Independent Study in Accounting - 1-3 hours**

Independent study of some problem or area not covered in organized courses. The study is under the direction of a department member in whose field of specialization the problem lies.

### BUSINESS

#### **BUS 5000. Continuous Enrollment**

This course designation provides a mechanism for tracking students who have received a grade of "I" or "IP" in a graduate course and are not currently enrolled in another graduate offering at SBU. The course designation neither carries graduate credit nor requires tuition. The student is assessed a course fee utilized by the University to provide a current student identification card, allowing access to library resources at SBU and other university/college libraries, as well as providing funds to support related program record keeping. Course fee \$50 per eight-week term.

#### **BUS 5003. Statistics Foundations (cross-listed with BUS 2023) - 3 hours**

Emphasizes collection, tabulation, graphic presentation and interpretation of business and economic data. Includes measures of central tendency and dispersion, elementary probability, sampling theory and linear correlation, computer applications. A practical research project in business or health administration will be conducted. This course is a leveling course which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

#### **BUS 5023. Business Communication and Culture – 3 hours**

This course prepares students to deal with the challenges of language and culture in global legal, social and political settings that may vary significantly from that of the parent company.

#### **BUS 5043. Ethics and Critical Thinking in Business Administration - 3 hours**

This course will consider biblical, traditional (classic) and contemporary methods in the field of ethics and moral philosophy and will assess their usefulness in everyday organizational life. In analyzing contemporary organizational issues, the learner will be expected to look carefully at the factors within the work environment and society which contribute to ethical dilemmas, to think constructively about how these might be changed, and where the responsibility for such change lies. Using established critical thinking methods, tools, and concepts, learners will explore and analyze the nature of work, the role of ethical leadership, the ethical characteristics of human organization, the relationship of the organization to society, and the development of an ethical organizational culture.

#### **BUS 5053. International Business - 3 hours**

This course equips students to deal effectively with the challenges of establishing and managing international subsidiaries. It includes identifying and evaluating international opportunities and risks as well as the fundamentals of international sales and distribution. It also introduces students to the important roles of international organizations such as the World Bank, IMF, WTO, EXLM, PEFCO, OPIC, OPEC, regional development banks and a variety of key trade agreements. Prerequisite: MGT 3013.

#### **BUS 5063. Law of Commerce and International Trade - 3 hours**

This course explores the key concepts, laws and application of the legal system governing international economic transactions and international economic relations. The course examines the World Trade Organization, the General Agreement on Tariffs and Trade, debates centered on Trade-Related Intellectual Property Rights, the growing economic interdependence of the world, and the role of law in international affairs.

**BUS 5083. Quantitative Business Research - 3 hours**

This course equips students to understand and use the principles and tools of quantitative analysis for decision making across all functional areas of the organization. It includes decision theory and contemporary practices, including a familiarization with many of the most widely used software packages. Prerequisite: Statistics proficiency and computer literacy.

**BUS 5192. Comprehensive Exam Review – 2 hours**

This course is an interactive comprehensive review of all the course material in the program and includes additional contemporary readings that familiarize the students with the most recent global economic, ethical, legal, political, social and competitive challenges facing today's enterprise.

**BUS 598(1-3). Internship - 1-3 hours**

Academically planned and supervised work experience (160 hours) in area(s) of the student's specialization, approved by a graduate faculty member. A paper will be required related to the internship experience in business.

**BUS 599(1-3). Independent Study in Business - 1-3 hours**

Independent study of some problem or area not covered in organized courses. The study is under the direction of a department member in whose field of specialization the problem lies.

**BUS 6002, Non-Profit Financial Management – 2 hours**

This course provides an understanding of the fundamental concepts underlying financial management, controls, and analysis in the nonprofit sector. **Various topics, including strategy, budgeting process techniques, major budgetary issues, financial statement analysis,** revenue sources, fund development, tax strategies, debt management, human resources, risk management, cash management, basic categories of nonprofit expenditures, organizational controls, and relevant information technology will be discussed. A working knowledge of Excel is required for this course.

**BUS 6012, Organization Consulting Practice – 2 hours**

This course introduces the task and relationship dimensions of organizational consulting and develops foundational competency in the areas of assessment, diagnosis, and problem-solving relative to organizational performance. Students will learn key aspects essential in creating and implementing effective independent consulting practices to support schools and non-profit organizations. Data collection and analysis are key components of the course to assist students in developing skills related to conducting effective organizational evaluations.

## COMPUTER AND INFORMATION SCIENCES

**CIS 5503. Principles of Information Assurance - 3 hours**

This course provides an overarching model for information assurance for businesses, government agencies, and other enterprises needing to establish a comprehensive plan. All the components of security and how they relate are featured. Students will be guided through the construction of an effective security policy. Topics include asset identification, human factors, compliance with regulations, personnel security, risk assessment and ethical considerations are covered, as well as computer and network security tools and methods. This course studies the information operations that protect and defend information and information systems by ensuring their availability, integrity, authentication, confidentiality and non repudiation, including providing for the restoration of information systems by incorporating protections, detection and reaction capabilities.

**CIS 5123. Management Information Systems and E-Commerce - 3 hours**

This course equips students with the knowledge and skill needed to use effectively integrated (ERM, ERP) computer based information systems for planning and decision support and operational control throughout all functional areas of the organization. It also equips students to understand and interact with e-business systems and to keep up with rapidly changing technologies. Prerequisite: computer proficiency.

**CIS 5513. Digital Forensics Principles and Practices - 3 hours**

This course provides the student a thorough background in the principles and practices employed in the field of digital forensics. The course provides students with a working foundation of the types of computer and electronic crimes being committed today, and identifies techniques used by offenders to compromise computer systems as well as vulnerabilities of computer and electronic systems. Practical applications of theory and academic study are included in outside of class laboratories. The goal of digital forensics is to explain the current state of a *digital artifact*, meaning a computer system, a storage medium (such as a hard disk or CD-ROM), an electronic document (e.g., an email message or JPEG image) or even a sequence of packets moving over a computer network. The explanation can be as straightforward as "what information is here?" and as detailed as "what is the sequence of events responsible for the present situation?"

## ECONOMICS

**ECO 5003. Economic Foundations (cross-listed with ECO 2023) - 3 hours**

A study of economic principles with emphasis upon microeconomics. Includes a study of economics of the firm, consumer demand theory and current problems. A practical research paper in managerial economics will be conducted. This course is a leveling course which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

**ECO 5043. Managerial Economics - 3 hours**

Combines basic microeconomic theory with statistical methods to provide a basis for practical application of economics attaining desired objectives. Particular attention is given to using quantitative methods to choose optimal production, marketing, management, and finance options. Prerequisite: Economics proficiency (ECO 2023/5003).

**ECO 5053. International Trade – 3 hours**

This course equips students to initiate and sustain effective exporting and sourcing strategies. It addresses tariffs and duties, shipping, insurance, customs, clearance, bonded warehousing, Incoterms, the use of export management companies, import and export documentation, and regulations. Prerequisite: Economics proficiency (ECO 2023/5003).

**ECO 599(1-3). Independent Study in Economics - 1-3 hours**

Independent study of some problem or area not covered in organized courses. The study is under the direction of a department member in whose field of specialization the problem lies.

**FINANCE****FIN 5013. Finance Foundations (cross-listed with FIN 3053) - 3 hours**

Study of the principles of financing short-term and long-term capital needs of business firms in keeping with an objective of maximizing the firm's value to its shareholders, i.e. stock price. Special attention given to Capital Asset Pricing Model, the various capital budget theories, computer applications, and spreadsheet analysis. A practical research project in Business Finance will be conducted. This course is a leveling course which meets an MBA prerequisite; it can not be counted or substituted for another MBA course.

**FIN 5023. Financial Management- 3 hours**

The study of management techniques for the effective utilization of the financial resources, personnel, and facilities of a physical resources institution. Topics include analyzing organizational, financial performances, financial management strategies, and financial decision making for capital acquisitions. Prerequisite: Finance Principles.

**FIN 5033. International Finance – 3 hours**

This course prepares students to deal with the challenges and opportunities of operating in a world of multiple currencies, including the effects of IRP, PPP, IFE, methods for forecasting FX rates, estimating FX transaction and translation exposure, hedging, and short-term and long-term financing. Prerequisite: Finance Principles.

**FIN 599(1-3). Independent Study in Finance - 1-3 hours**

Independent study of some problem or area not covered in organized courses. The study is under the direction of a department member in whose field of specialization the problem lies.

**HEALTH ADMINISTRATION****HAD 5013. Health Administration Law and Risk Management - 3 hours**

The principles, regulations, rules of law, and procedures as they relate to local, state, national, and professional involvement in the operation of health services. Topics include legal responsibilities of the governing board, medical staff, etc.; admission and discharge of patients; consent for treatment; negligence and malpractice; employee relations; medical records; and specialized records.

**HAD 5043. Ethics and Critical Thinking in Health Administration - 3 hours**

Introduces biblical principles of ethical thinking and applies them to situations and models for decision making. Explores and analyzes ethics relating to the nature of the organization, work in the organization, the relationship of the organization to society, and the development of organizational culture. Provides a conceptual and systematic study of organizational ethics in efforts to help the student develop consistent criteria for ethical decision making. The course will consider biblical, traditional (classic) and contemporary methods in the field of ethics and moral philosophy and will assess their usefulness in everyday organizational life. In analyzing contemporary organizational issues, the student will be expected to look carefully at the factors within the work environment and society which contribute to the dilemmas, to think constructively about how these might be changed, and where the responsibility for such change lies. The course will include a research subject in the health field preparing students for decision-making, analysis of biblical and ethical issues, and applying various models for decision making.

**HAD 5083. Quantitative Health Administration Research - 3 hours**

This course examines the nature and role of research in a professional context. The emphasis of the course is on the logical development and application of research methods based upon philosophical, theoretical and practical considerations. Procedures for developing research questions, reviewing current literature and designing research are reviewed, developed and implemented. A practical research project in health administration will be conducted and presented. Prerequisite: Statistics proficiency and computer literacy.

**HAD 5103. Health Service Systems - 3 hours**

Introduction to the American health delivery system, including the commonalities and distinctive functions of the institutions that function in the provisions of health services and possible future alternatives.

**HAD 5183. Health Service Organizations - 3 hours**

The study of the process of planning, organizing, and leading the varied government boards, officers, care providers, professional and support personnel involved in the operation of patient care.

**HAD 598(1-3). Internship - 1-3 hours**

Academically planned and supervised work experience (160 hours) in area(s) of the student's specialization, approved by a graduate faculty member. A paper will be required related to the internship experience in health administration.

**HAD 599(1-3). Independent Study in Health Administration - 1-3 hours**

Independent study of some problem or area not covered in organized courses. The study is under the direction of a department member in whose field of specialization the problem lies.

**HUMAN RESOURCE MANAGEMENT****HRM 5033. Human Resource Employment Law – 3 hours**

This course explores the key concepts, theories, and application of employment law in human resources. The course examines all facets of employment law relation to Title VII, EEO, Employment-at-will, affirmative action, legal issues in compensation, benefits, performance management, and labor relations.

**HRM 5043. Human Resource Compensation and Benefits - 3 hours**

This course explores the key concepts, theories and application of compensation and benefits in human resource management. The course examines salary structure and analysis, job evaluation, incentive programs, compensation systems, development of benefit programs, executive compensation, and compliance with applicable government regulations related to benefits and compensation.

**HRM 5053. Human Resource Performance Improvement -3 hours**

This course explores the key concepts, theories and application of employee training and development in human resource management. The course examines strategic training and assessment, performance management, motivational theories, program design and practices, and career development.

**HRM 5073. Human Resource Management - 3 hours**

This course explores the key concepts, theories and application of human resource management. The course examines the human resources administrative environment, planning, and recruitment strategies, assessment, development and performance management, compensation and benefit design, and labor relations and collective bargaining. Additional focus will be centered on the strategic use of human resources management to gain competitive advantage in a global economy.

**LEADERSHIP****LDR 5043. Ethical Leadership in Organizations – 3 hours**

A significant percentage of those completing the requirements for the masters program are destined for positions of authority in government, industry, NGOs and church organizations. This course equips the students to determine if they have the desire to lead, to determine if they are willing to accept the responsibility and accountability that comes with leadership and to equip them with leadership perspectives, principles and skills they will need to lead.

**MANAGEMENT****MGT 5003. Management Foundations (cross-listed with MGT 3013) - 3 hours**

The study of the process of management which is the coordination of all the resources of organizations in order to achieve organizational objectives. The management process will be described, analyzed, and applied to all types of organizations indicating the universality of management. A research project in management will be conducted. This course is a leveling course which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

**MGT 5013. Managerial Communications - 3 hours**

The study of administrative communications specifically from the perspective of personnel management. Recruitment, selection, interviewing, testing, training, development, supervision, and performance evaluation are the major areas emphasized. Course fee: \$25.

**MGT 5043. Organizational Behavior and Servant Leadership - 3 hours**

This course integrates concepts, principles, and theories concerned with human behavior in organizations. Three core areas are addressed: factors related to the individual, factors related to groups and teams, and factors related to organizational systems and culture. Principles of leadership are integrated into each of the three core areas, with emphasis on servant leadership attitudes and practices. Prerequisite: MGT 5003.

**MGT 5093. Organizational Strategy - 3 hours**

This course equips the students to deal with the complexities of managing entire organizations from the perspective of the CEO or COO. It teaches the students to deal with the competing demands for limited resources and the challenges of a competitive global marketplace. It follows up on the concepts of the Balanced Score Card and sustainable returns introduced in earlier returns introduced in earlier courses.

**MGT 5111. History of Management Thought – 1 hour**

This course explores many of the contributions and contributors to the field of management from ancient times to the present. Its purpose is to help the student grasp the evolving nature of the field and to compare and contrast perspectives, principles and practices suggested by various approaches. In particular it helps the student understand the impact of the secular materialist worldview and to compare and contrast secular materialism with alternative perspectives.

**MGT 5233. Management for Results – 3 hours**

This course places emphasis on acquiring the knowledge and skills typical of graduate level organization management courses. Its primary topics are business intelligence, planning, organizing, controlling and leading. The distinctive focus is teaching the student to manage self and to be accountable for measurable results of other individuals and teams.

**MGT 599(1-3). Independent Study in Management - 1-3 hours**

Independent study of some problem or area not covered in organized courses. The study is under the direction of a department member in whose field of specialization the problem lies.

**MARKETING****MKT 5003. Marketing Foundations ( cross-listed with MKT 3023) - 3 hours**

The study of the system of activities that constitute marketing with emphasis on the theories, principles, policies, and strategies utilized to identify and satisfy the needs and wants of customers. The universal application of marketing management in all forms or organizations is stressed and a research project in marketing will be conducted. This course is a leveling course which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

**MKT 5023. Marketing Management - 3 hours**

This course equips students with the knowledge and skills necessary to plan and execute strategies and tactics typically assigned to the marketing function of organizations. It addresses critical factors affecting product and enterprise competitiveness, including allocating resources; designing, pricing and positioning products; creating awareness through promotion; creating accessibility through distribution strategies; and integrating the marketing function with other functions in the organization. Prerequisite: MKT 5003.

**MKT 599(1-3). Independent Study in Marketing - 1-3 hours**

Independent study of some problem or area not covered in organized courses. The study is under the direction of a department member in whose field of specialization the problem lies.

**MINISTRY****MIN 5012. Interpersonal Communication and Conflict Management – 2 hours**

A study of the process of interpersonal communication and conflict management in churches and Christian organizations. Students will develop competence in communication models, conflict management, conflict resolution, the productive use of conflict and interpersonal communication skills.

**MIN 5043. Christian Ethics – 3 hours**

This course introduces the student to the practice of Christian ethics. It does not provide an exhaustive treatment of its subject matter, addressing every ethical quandary that a pastor and/or Christian worker may face. Rather, it treats a representative sample of such issues. No specialized knowledge of the Old Testament and New Testament is assumed in this course, to say nothing of a specialized knowledge either of moral philosophy in general or Christian moral philosophy in particular.

**MIN 5113. New Testament Survey I: Gospels and Acts – 3 hours**

This course is an expository survey of the Gospels and the book of Acts.

**MIN 5142. Workplace Ministry and the Law – 2 hours**

An introduction to American laws impacting individuals in ministry. Discussion of various federal, state and local laws, including common law, statutes, regulations and court cases focusing upon such topics as employment status, income taxes, confidential communications, defamation, clergy malpractice, political activity and religious liberty.

**MIN 5222. Leadership in Church and Organizational Change – 2 hours**

A study of the pastoral role in facilitating change.

**MIN 5232. Logic and Critical Thinking – 2 hours**

This course explores the elements of critical thinking with special reference to the techniques, fallacies and patterns of informal reasoning.

**MIN 5322. Educational Administration – 2 hours**

This course is a survey of the principles and administrative approaches of the educational ministry of the local church.

**MIN 5413. Theology I – 3 hours**

The first semester in Christian Theology introduces the student to the foundations of theology. The nature of theology, its method and its sources are discussed and assessed. Special attention is given to the doctrines of revelation, Scripture and God. Demonstration of growth in theological thinking involves both verbal and written expression of the Christian faith in the light of biblical teaching and in the context of the history of theological development.

**MIN 5712. Introduction to Apologetics – 2 hours**

The purpose of this course is to provide an overview of the major questions arising in the field of Christian philosophy and apologetics. This set of questions would include the nature of the Christian worldview, the rationality of religious

belief, the existence of God, the possibility of miracles, the problem of evil and the historical evidence for the resurrection of Jesus Christ.