

Robert W. Plaster College of Business

Troy Bethards, Dean

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<https://www.SBUniv.edu/academics/colleges/cobacs.php>

Divisions Within the College

- Business

Mission Statement

The Robert W. Plaster College of Business equips students to pursue academic excellence through business programs with a biblical worldview in a caring environment committed to the principles of free enterprise.

Vision Statement

The Robert W. Plaster College of Business strives to be the premier provider of business programs among evangelical Christian universities, preparing Christ-centered servant leaders who leverage their academic experience for Kingdom service.

Core Values

The core values of the Robert W. Plaster College of Business are:

1. Integrity: Practicing the highest moral standards.
2. Service: Helping others through academic, professional, and community activities.
3. Respect: Honoring others through words and actions.
4. Charity: Loving one another.
5. Faithfulness: Remaining committed to God and biblical principles.
6. Truthfulness: Pursuing honesty through the Word of God.
7. Humility: Approaching all situations with a humble attitude.
8. Perseverance: Persisting in the face of challenges.
9. Professionalism: Exhibiting compassionate competence.
10. Excellence: Striving for greatness.

Specialized Accreditation

The Accreditation Council for Business Schools and Programs (ACBSP) has accredited the following programs at Southwest Baptist University:

- Accounting, B.S.
- Accounting and Information Assurance, B.S.
- Business Administration (Traditional), B.S.
- Computer and Information Sciences, B.S.
- Master of Business Administration, M.B.A.

The traditional business administration programs that are accredited include Management, Marketing, Economics/Finance, Public Relations, and International Business. The programs offered within the Business Division that are not accredited by ACBSP include the General Business (Non-Traditional), B.S. which is primarily offered on the online campus. Furthermore, the following majors within the Business Division are not currently accredited: Computational Finance, Cybersecurity Management, Digital Marketing, and Sport Business.

Faith Integration

Faculty in the College are committed to the University mission statement and to the College mission statement, which explicitly directs instruction of the College disciplines from the context of a Christian worldview. In addition to providing a strong and rigorous curriculum in each of our specialties, our duty as Christian scholars is to help frame both our discipline and the practice of that discipline within a biblical and more specifically, a Christian context. This commitment to integrate discipline with Christian faith and practice occurs throughout the courses taught within the College. Furthermore, the College has adopted Psalm 15 as a guiding principle for our students. The College is specifically dedicated to producing “Psalm 15 Professionals” for servant leadership roles in business. Using Psalm 15 as a basis, eight character traits that should be hallmarks of students and graduates of the College have been identified. These character traits are highlighted each semester and include: Integrity, Service, Respect, Charity, Faithfulness, Truthfulness, Humility, and Perseverance. Psalm 15 Lectures are held each semester featuring guest lecturers who relate their professional experiences to the Psalm 15 theme for the semester communicating how to live out a Christian worldview in their profession.

General Information

The College offers undergraduate degree programs with majors and minors within a variety of areas. Students in other fields of study are encouraged to consider one of the many minors in the various business programs in order to enhance their careers. All policies of the University apply to students who major or minor in College programs. Students must satisfactorily complete 128 hours of approved course credit in order to graduate with a baccalaureate degree. The standard semester course load required in order to earn the baccalaureate degree in eight semesters (4 years) is 16 hours. All elective courses to be applied toward the major(s) and minor(s) must be approved by the student's advisor in the College. Students may complete two majors within one area of the College. The College faculty believe assessing educational outcomes is important. Outcomes assessment is a way to evaluate College programs and academic achievement of students in relation to similar colleges. Therefore, all graduating seniors are required to participate in an appropriate exit exam.

Division of Business

Division Head: Nathan Wright

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Faculty: Troy Bethards, Levi Bridge, Angela Brown-Peterson, Kristin Hamm, Ryder King, David Liu, Jenell Wagner, John Zietlow

Faculty Associates: Denby Bash, William Marr

Mission Statement

The Division of Business provides a broad curriculum of study in business-related courses with a Christ-centered worldview, preparing students for diverse, ever-changing, global careers, and equipping them for continued education and service.

All students pursuing a program within the Business Division must maintain a minimum GPA of 2.25 and earn no more than two “D” letter grades within the Business core curriculum. Students also are required to maintain a minimum GPA of 2.25 and earn no more than one “D” letter grade within courses specific to the major (This does not apply to majors within the Accounting area. Refer to the Accounting area for requirements related to their majors).

All students pursuing a major from the Business Division are required to complete a common body of knowledge, referred to as the “Business Core Curriculum,” in addition to the University's general

education requirements, graduation requirements and the courses required and approved for students' majors within the College. The 45-hour Business Core Curriculum includes the following courses:

Business Core Curriculum (45 hours)

- ACC 2013 Principles of Financial Accounting (3 hours)
- ACC 2043 Principles of Managerial Accounting (3 hours)
- BUS 2013 Business Communications (3 hours)
- *BUS 1193 Business Calculus (BA/ACC) or MAT 1173 Discrete Mathematics (CIS) (3 hours)
- BUS 2023 Business Statistics (3 hours)
- BUS 3073 Legal Environment of Business I (3 hours)
- CIS 3123 Survey of Data Science (3 hours)
- ECO 2023 Principles of Microeconomics (3 hours)
- ECO 2033 Principles of Macroeconomics (3 hours)
- FIN 3043 Business Finance (3 hours)
- LDR 4043 Ethics and Professional Development (3 hours)
- MGT 3013 Principles of Management (3 hours)
- MGT 3033 Operations Management (3 hours)
- MGT 4083 Strategic Management (3 hours)
- MKT 3023 Principles of Marketing (3 hours)

* Meets the University Mathematics General Education requirement

Area of Accounting

The Accounting area provides programs of study to prepare Accounting graduates for diversified careers in the practice of public accounting, not-for-profit accounting, internal auditing, federal taxation, and general accounting management, all with a Christ-centered worldview in order to prepare the graduates to be servant leaders in a global society.

The area of Accounting offers two Bachelor of Science degrees, one in Accounting with an academic program that covers the conceptual basis of accounting and the application of accounting concepts in current practice. This major has two tracks. The Public Accounting track prepares students to pass the CPA exam and practice in public accounting. The Accounting track is well suited for students who plan to practice in private accounting or obtain a master degree. The second degree in Accounting & Information Assurance includes the Accounting major and additional coursework in Computer Information Science. This expanded degree prepares the graduate with a fundamental understanding of accounting practices, information system design, data management and security, and data forensic principles. Accounting graduates are in high demand in business, government and non-profit organizations. A minor is also available in Accounting.

Students applying for the CPA exam must meet the Missouri State Board of Accountancy requirement of completing 150 hours of college credit. Accounting majors may consider additional undergraduate or graduate course work at SBU to satisfy the 150-hour requirement. The Accounting & Information Assurance major virtually assures 150 college credit hours will be earned.

In order to progress into the accounting major or minor and be eligible to enroll in ACC 3023 or ACC 3024, a student must have at least a 3.00 cumulative GPA in all previous accounting classes, a 2.75 cumulative overall GPA in all classes taken at SBU, and at least a "B" grade in BUS/MAT 1193, MAT 1195,

or its equivalent. Remedial courses such as ENG 0103 and MAT 0243 do not count toward the 2.75 overall GPA.

Accounting Major – B.S. Degree (33 hours)

In addition to the “Business Core Curriculum” of 45 hours, the Accounting Major (Public Accounting Track) must complete the following requirements:

- ACC 3023 Managerial Cost Accounting (3 hours)
- ACC 3024 Intermediate Accounting I (4 hours)
- ACC 3034 Intermediate Accounting II (4 hours)
- ACC 3033 Accounting Information Systems (3 hours)
- ACC 3063 Tax Accounting I (3 hours)
- ACC 3073 Tax Accounting II (3 hours)
- ACC 321I Introduction to Forensic Accounting and Audit Software (1 hour)
- ACC 4013 Advanced Accounting (3 hours)
- ACC 4043 Auditing (3 hours)
- ACC 4053 Accounting for Non-Profit and Government Entities (3 hours)
- BUS 3083 Business Enterprise/Debtor and Creditor Rights (3 hours)

Accounting Major – B.S. Degree (27 hours)

In addition to the “Business Core Curriculum” of 45 hours, the Accounting Major (Accounting Track) must complete the following requirements:

- ACC 3023 Managerial Cost Accounting (3 hours)
- ACC 3024 Intermediate Accounting I (4 hours)
- ACC 3034 Intermediate Accounting II (4 hours)
- ACC 3033 Accounting Information Systems (3 hours)
- ACC 3063 Tax Accounting I (3 hours)
- ACC 321I Introduction to Forensic Accounting and Audit Software (1 hour)
- BUS 3083 Business Enterprise/Debtor and Creditor Rights (3 hours)
- *Plus two of the following courses:*
 - ACC 4013 Advanced Accounting (3 hours)
 - ACC 4044 4043 Auditing (3 hours)
 - ACC 4053 Accounting for Non-Profit and Government Entities (3 hours)
 - ACC 3073 Tax Accounting II (3 hours)

Accounting & Information Assurance Major – B.S. Degree (52 hours)

In addition to the “Business Core Curriculum” of 45 hours, the Accounting & Information Assurance major must complete the following requirements:

- ACC 3023 Managerial Cost Accounting (3 hours)
- ACC 3024 Intermediate Accounting I (4 hours)
- ACC 3033 Accounting Information Systems (3 hours)
- ACC 3034 Intermediate Accounting II (4 hours)
- ACC 3063 Tax Accounting I (3 hours)
- ACC 3073 Tax Accounting II (3 hours)
- ACC 321I Introduction to Forensic Accounting and Audit Software (1 hour)

- ACC 4013 Advanced Accounting (3 hours)
- ACC 4043 Auditing (3 hours)
- ACC 4053 Accounting for Non-Profit and Government Entities (3 hours)
- BUS 3083 Business Enterprise/Debtor and Creditor Rights (3 hours)
- CIS 1144 Computer Science I (4 hours)
- CIS 1163 Introduction to Cybersecurity (3 hours)
- CIS 2033 Principles of Information Assurance (3 hours)
- CIS 2213 Introduction to Systems Analysis and Design (3 hours)
- CIS 3013 Digital Forensics Principles and Practices (3 hours)
- CIS 3323 Database Management (3 hours)

Area of Business

The Bachelor of Science degree is offered with a variety of majors including: Computational Finance, Cybersecurity Management, Digital Marketing, Economics/Finance, International Business, Marketing, Management, Public Relations, and Sport Business. A Bachelor of Science degree in General Business is also offered targeting non-traditional students. Programs of study leading to minors in Business Administration, Economics, Financial Services, Management, and Marketing are offered as well. The Associate of Science and the Associate of Applied Science degrees in Business are also offered. Economics/Finance majors/minors must receive at least a grade of C in ECO 2023 and ECO 2033 to continue with the aforementioned majors/minors.

Computational Finance Major – B.S. Degree (29-35 hours)

In addition to the “Business Core Curriculum” of 45 hours, the Computational Finance major must complete the following requirements:

- CIS 1033 Foundations of Computer Science* (3 hours)
- CIS 1144 Computer Science I (4 hours)
- CIS 1154 Computer Science II (4 hours)
- CIS 2253 Web Engineering and Development (3 hours)
- ECO 3023 Money and Banking (3 hours)
- FIN 3003 Personal Financial Planning (3 hours)
- FIN 4033 Introduction to Derivatives (3 hours)
- FIN 4055 Investments (3 hours)
- FIN 4073 Insurance (3 hours)
- MAT 1173 Discrete Mathematics** (3 hours)
- *Plus 3 hours of upper-level Business, Accounting or Computing courses (3 hours)*

* CIS 1033 can replace the general education requirement CIS 1103.

** MAT 1173 can replace the “College Core Curriculum” requirement BUS 1193.

Cybersecurity Management Major – B.S. Degree (35-38 hours)

In addition to the “Business Core Curriculum” of 45 hours, the Cybersecurity Management major must complete the following requirements:

- BUS 4053 International Business (3 hours)
- CIS 1033 Foundations of Computer Science* (3 hours)
- CIS 1141 Introduction to Linux and Scripting (1 hour)
- CIS 1163 Intro to Cybersecurity (3 hours)

- CIS 2033 Principles of Information Assurance (3 hours)
- CIS 2043 System Administration (3 hours)
- ECO 3043 Managerial Economics (3 hours)
- FIN 3003 Personal Financial Planning (3 hours)
- MGT 4033 Human Resource Management (3 hours)
- MGT 4043 Organizational Behavior and Theory (3 hours)
- MGT 4063 Entrepreneurship and Small Business (3 hours)
- PSY 2033 Social Engineering (3 hours)
- *Plus 4 hours upper-level courses (4 hours)*

* CIS 1033 can replace the general education requirement CIS 1103.

Digital Marketing Major – B.S. Degree (33-39 hours)

In addition to the “Business Core Curriculum” of 45 hours, the Digital Marketing major must complete the following requirements:

- ART 2703 Introduction to Graphic Design (3 hours)
- ART 4713 Graphic Design Portfolio II (3 hours)
- CIS 1033 Foundations of Computer Science* (3 hours)
- CIS 1144 Computer Science I (4 hours)
- CIS 1154 Computer Science II (4 hours)
- CIS 2003 Web Design (3 hours)
- CIS 2253 Web Engineering and Development (3 hours)
- MAT 1173 Discrete Mathematics** (3 hours)
- MKT 3033 Consumer Behavior (3 hours)
- MKT 3083 Advertising (3 hours)
- MKT 4253 Digital and Social Media Marketing (3 hours)
- *Plus 4 hours upper-level Business, Accounting, Computing or ART courses (4 hours)*

* CIS 1033 can replace the general education requirement CIS 1103.

** MAT 1173 can replace the “College Core Curriculum” requirement BUS 1193.

Economics/Finance Major – B.S. Degree (27 hours)

In addition to the “Business Core Curriculum” of 45 hours, the Economics/Finance major must complete the following requirements:

- ECO 3023 Money and Banking (3 hours)
- ECO 3043 Managerial Economics (3 hours)
- ECO/FIN 4173 History of Finance and Economic Thought (3 hours)
- FIN 3003 Personal Financial Planning (3 hours)
- *Plus 3 hours upper-level Business, Accounting or Computing courses (3 hours)*
- *Plus 4 of the following courses (12 hours)*
 - ACC 3063 Tax Accounting I
 - ECO 3053 International Economics/Finance
 - ECO 4033 Introduction to Derivatives
 - FIN 4053 Investments
 - FIN 4073 Insurance

International Business Major – B.S. Degree (27 hours)

In addition to the “Business Core Curriculum” of 45 hours, the International Business major must complete the following requirements:

- BUS 4053 International Business (3 hours)
- BUS 4773 International Experience (3 hours)
- COM 3333 International Communication (3 hours)
- ECO 3053 International Economics/Finance (3 hours)
- ICS 2013 Cultural and Global Awareness *or* ICS 4313 World Religions (3 hours)
- MGT 4063 Entrepreneurship and Small Business (3 hours)
- POL 3313 International Relations *or* POL 3323 Comparative Government (3 hours)
- *Plus 3 hours of upper-level Business, Accounting or Computing courses (3 hours)*
- *Plus one of the following courses (3 hours)*
 - ECO/FIN 4173 History of Finance and Economic Thought
 - MGT 4043 Organizational Behavior and Theory
 - MKT 4253 Digital and Social Media Marketing

Management Major – B.S. Degree (27 hours)

In addition to the “Business Core Curriculum” of 45 hours, the Management major must complete the following requirements:

- BUS 4053 International Business (3 hours)
- ECO 3043 Managerial Economics (3 hours)
- FIN 3003 Personal Financial Planning (3 hours)
- MGT 4033 Human Resource Management (3 hours)
- MGT 4043 Organizational Behavior and Theory (3 hours)
- MGT 4063 Entrepreneurship and Small Business (3 hours)
- MGT/MKT 4153 Retailing (3 hours)
- MKT 4023 Marketing Management (3 hours)
- *Plus 3 hours upper-level Business, Accounting or Computing courses (3 hours)*

Marketing Major – B.S. Degree (27 hours)

In addition to the “Business Core Curriculum” of 45 hours, the Marketing major must complete the following requirements:

- ART 2703 Introduction to Graphic Design (3 hours)
- MKT 3033 Consumer Behavior (3 hours)
- MKT 3073 Professional Selling (3 hours)
- MKT 3083 Advertising (3 hours)
- MKT 4013 Marketing Research (3 hours)
- MKT 4023 Marketing Management (3 hours)
- MKT/MGT 4153 Retailing (3 hours)
- MKT 4253 Digital and Social Media Marketing (3 hours)
- *Plus 3 hours of upper-level Business, Accounting or Computing courses (3 hours)*

Public Relations Major – B.S. Degree (27 hours)

In addition to the “Business Core Curriculum” of 45 hours, the Public Relations major must complete the following requirements:

- ART 2703 Introduction to Graphic Design (3 hours)
- COM 2233 Introduction to Public Relations (3 hours)
- COM 3263 Public Relations and Crisis Management (3 hours)
- MKT 3033 Consumer Behavior (3 hours)
- MKT 3083 Advertising (3 hours)
- MKT 4253 Digital and Social Media Marketing (3 hours)
- *Plus 3 hours of upper-level Business, Accounting or Computing courses (3 hours)*
- *Plus 6 hours of upper-level Communication courses (6 hours)*

Sport Business Major – B.S. Degree (27 hours)

In addition to the “Business Core Curriculum” of 45 hours, the Sport Business major must complete the following requirements:

- COM 2023 Introduction to Sports Communication (3 hours)
- SPM 2093 Athletic Event and Facility Management (3 hours)
- SPM 4023 Organization and Administration of Sport (3 hours)
- MGT 4043 Organizational Behavior and Theory (3 hours)
- MGT 4063 Entrepreneurship and Small Business (3 hours)
- SPM 1113 Introduction to Sport Management (3 hours)
- *Plus 3 hours of upper-level Business, Accounting or Computing courses (3 hours)*
- *Plus two of the following courses (6 hours)*
 - MKT 3033 Consumer Behavior
 - MKT 3073 Professional Selling
 - MKT 3083 Advertising
 - MKT/MGT 4153 Retailing
 - MKT 4253 Digital and Social Media Marketing

General Business Major – B.S. Degree (54 hours)

The Bachelor of Science degree in General Business requires completion of a modified “Business Core Curriculum” (39 hours) and an additional 15 hours of business courses, as well as all general education and graduation requirements for the Bachelor of Science degree. The B.S. degree in General Business is designed for students enrolled primarily through the University’s online campus, Salem campus, and the Mountain View campus. Bolivar campus students may be permitted to enroll in the General Business major with the approval of the Business Division Head and the Dean of the College of Professional Programs.

The General Business major must complete the following requirements:

- The “College Core Curriculum” *except for* BUS 1193 Business Calculus and CIS 3123 Survey of Data Science (39 hours)
- FIN 3003 Personal Financial Planning (3 hours)
- MGT 4033 Human Resource Management (3 hours)
- MGT 4043 Organizational Behavior and Theory (3 hours)
- MGT 4063 Entrepreneurship and Small Business (3 hours)

- MKT 3033 Consumer Behavior (3 hours)

Robert W. Plaster College of Business – Associate’s Degrees and Minor Programs

Associate of Science in Business

Associate degree students in business are required to complete specified University *general education requirements* and *graduation requirements* in addition to the required business courses in their concentrations. Matriculation into a baccalaureate degree program is thereby enabled. *At least 64 credit hours must be earned for an Associate of Science degree.*

Associate of Science in Business – A.S. Degree (15 hours)

Designed for students seeking a two-year degree with general concentration in the area of business.

- ACC 2013 Principles of Financial Accounting (3 hours)
- BUS 2013 Business Communications (3 hours)
- ECO 2033 Principles of Macroeconomics (3 hours)
- MGT 3013 Principles of Management (3 hours)
- MKT 3023 Principles of Marketing (3 hours)

Associate of Applied Science in Business

Associate of Applied Science (A.A.S.) degree students in business are required to complete specified University *general education requirements* and *graduation requirements* in addition to the required business courses. See guidelines for the A.A.S. degree. *At least 64 credit hours must be earned for an Associate of Applied Science degree.*

Associate of Applied Science in Business – A.A.S. Degree (33 hours)

Designed primarily for non-traditional students with a general concentration in the area of business. General education requirements for the A.S. and A.A.S. degrees differ.

- ACC 2013 Principles of Financial Accounting (3 hours)
- ACC 2043 Principles of Managerial Accounting (3 hours)
- BUS 2013 Business Communications (3 hours)
- ECO 2023* Principles of Microeconomics (3 hours)
- ECO 2033 Principles of Macroeconomics (3 hours)
- MGT 3013 Principles of Management (3 hours)
- MKT 3023 Principles of Marketing (3 hours)
- Elective courses in Business (12 hours)

* ECO 2023 fulfills the General Education requirement.

Accounting Minor (19-20 hours):

- ACC 2013 Principles of Financial Accounting (3 hours)
- ACC 2043 Principles of Managerial Accounting (3 hours)
- ACC 3024 Intermediate Accounting I (4 hours)
- ACC 3023 Managerial Cost Accounting (3 hours)
- ACC 3063 Tax Accounting I (3 hours)
- Accounting elective(s): Junior or Senior level (3-4 hours)

Business Administration Minor (21 hours)

(Not available to students with majors in the Division of Business.)

- ACC 2013 Principles of Financial Accounting (3 hours)
- ACC 2043 Principles of Managerial Accounting (3 hours)
- BUS 2023 Business Statistics (3 hours)
- ECO 2023 Principles of Microeconomics (3 hours)
- ECO 2033 Principles of Macroeconomics (3 hours)
- MGT 3013 Principles of Management (3 hours)
- MKT 3023 Principles of Marketing (3 hours)

The courses required in the business administration minor are intended to serve as preparation for SBU's M.B.A. program.

Economics Minor (18 hours)

- ECO 2023 Principles of Microeconomics (3 hours)
- ECO 2033 Principles of Macroeconomics (3 hours)
- ECO 3023 Money and Banking (3 hours)
- *Select three of the following courses (9 hours)*
 - ECO 3043 Managerial Economics
 - ECO 3053 International Economics/Finance
 - ECO/FIN 4173 History of Finance and Economic Thought
 - FIN 4053 Investments
 - FIN 4073 Insurance

Financial Services Minor (21 hour)

- ACC 2013 Principles of Financial Accounting (3 hours)
- ACC 2043 Principles of Managerial Accounting (3 hours)
- FIN 3053 Business Finance (3 hours)
- FIN 3003 Personal Financial Planning (3 hours)
- *Select three of the following courses (9 hours)*
 - ECO 3023 Money and Banking
 - FIN 4033 Introduction to Derivatives
 - FIN 4053 Investments
 - FIN 4073 Insurance
 - FIN/ECO 4173 History of Finance and Economic Thought

Leadership Minor (21 hours – Salem Campus Only)

- LDR 2023 Introduction to Leadership (3 hours)
- LDR 3023 Leadership Development in Organization (3 hours)
- LDR 4043 Ethics and Professional Development (3 hours)
- LDR 4773 Contemporary Issues in Leadership – capstone (3 hours)
- PHI 4043 Ethics (3 hours)
- POL 2223 American State and Local Government (3 hours)
- SOC 3063 Community Sociology (3 hours)

A maximum of three hours may be taken to satisfy a minor requirement and a major requirement. Eighteen hours must be unduplicated and satisfied by course work chosen in consultation with and

approval from the advisor. This minor is available only on the Salem campus and is not part of the business curriculum as it relates to the accreditation through ACBSP.

Management Minor (18 hours)

- MGT 3013 Principles of Management (3 hours)
- MGT 3033 Operations Management (3 hours)
- MGT 4033 Human Resource Management (3 hours)
- MGT 4043 Organizational Behavior and Theory (3 hours)
- MGT 4063 Entrepreneurship and Small Business (3 hours)
- MGT/MKT 4153 Retailing (3 hours)

Marketing Minor (18 hours)

- MKT 3023 Principles of Marketing (3 hours)
- MKT 3033 Consumer Behavior (3 hours)
- MKT 3083 Advertising (3 hours)
- MKT 4253 Digital and Social Media Marketing (3 hours)
- *Select two of the following courses* (6 hours)
 - MKT 3073 Professional Selling
 - MKT 4013 Marketing Research
 - MKT 4023 Marketing Management
 - MKT/MGT 4153 Retailing

College of Professional Programs

Troy Bethards, Dean

Office: Taylor 106; (417) 328-1757

<https://www.sbuniv.edu/academics/colleges/professional-programs.php>

Divisions Within the College

- Computing and Mathematics
- Education
- Kinesiology

Mission Statement

The College of Professional Programs equips students to pursue academic excellence through professional programs with a biblical worldview in a caring environment.

Vision Statement

The College of Professional Programs strives to be the premier provider of professional programs among evangelical Christian universities, preparing Christ-centered servant leaders who leverage their academic experience for Kingdom service.