

FERMANIAN SCHOOL OF BUSINESS COURSES

BUS 601 (1.5) FINANCIAL ACCOUNTING

The theory and practice of accounting applicable to measuring, recording and reporting business transactions for external uses. Topics include short-term liquid assets, merchandising operations, inventories, long-term assets, current and long-term liabilities, and corporate capital accounts.

BUS 602 (1.5) COST ACCOUNTING

The study of information systems for management accounting, the analysis of accounting information for planning and management decision-making, and the use of various performance measurements and evaluation techniques.

BUS 603 (1.5) BUSINESS COMMUNICATIONS

The fundamental of business written and oral communication including informal communication skill assessment and improvement, crisis management, public speaking, formal business presentations, the presentation of complex information and the use of presentation software.

BUS 604 (1.5) MARKETING

The role of marketing in society and in the organization; construction of a formal marketing plan, including choice of target market, product development, pricing, distribution, and promotion. Additional topics include the social, legal and ethical dimensions of marketing.

BUS 605 (1.5) ECONOMIC SURVEY

A survey of the fundamental principles of macro and micro economics. The course includes the basics of supply and demand economics including the production, distribution and exchange of wealth as well as national fiscal and monetary policy.

BUS 606 (1.5) FINANCE

The role of finance and functions of a financial manager. To integrate the techniques, concepts and analysis of finance. Topics include financial planning and cash budgeting, the role of financial markets and interest rates, discounted cash flow analysis and capital budget techniques, capital structure and leverage, and dividend policy.

BUS 607 (1.5) BUSINESS LAW

This course provides a general introduction to law and business. It will do so using traditional legal analysis, supplemented by a substantial use of law and economics. Topics covered include: choice of corporate form; capital markets law, including venture capital and IPOs; antitrust; intellectual property; telecommunications and the regulation of natural monopoly; and e-Commerce.

BUS 608 (1.5) BUSINESS MATH

This course is designed for the graduate student who wants to refresh their mathematical background for basic courses in finance, statistics, and economics. The main topics are as follows: a review of basic tools such as algebra, and exponents; solving word problems; linear systems (equations and matrices, etc.); exponential and logarithmic functions, mathematics of finance; and basic tools of calculus (limit, derivative, optimization, and integral).

BUS 609 (1.5) BUSINESS GOLF

Learn swing fundamentals, golf etiquette, basic USGA rules, and "business golf rules". Use golf as a tool for networking, business deals and relationship building. How corporate golf events and tournaments work. The Golf Business: Retail, Manufacturing, Golf Courses, PGA Tour . . . Golf: Profit, Personal relationships and Philanthropy.

BUS 610 (3) ORGANIZATIONAL BEHAVIOR AND THE FUTURE

This course is about the study of how organizations behave and the impact of values, diversity, and technology upon organizational behavior. Students examine the process through which managers learn to apply concepts from the behavioral sciences to observe, understand, and influence behavior in the workplace. Concepts such as motivation, leadership and application of techniques for individual and organizational growth and decision-making in a global environment are discussed.

BUS 611 (3) LEADING WITH INTEGRITY: BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND SOCIAL ENTREPRENEURSHIP

This course is the cornerstone of the M.B.A. experience and is taught in an intensive seminar format which brings in executives who have led with integrity by living out their faith in their public profession and private life. The course challenges the M.B.A. professional to integrate their academic knowledge, core values, and professional experience. It emphasizes the challenges executives face in balancing the needs of customers, community, shareholders, employees, and other stakeholders with Biblical, ethical, and legal considerations. Graded Credit/No Credit.

BUS 615 (3) MANAGERIAL ACCOUNTING

Develops the concepts and techniques necessary to analyze financial information and management accounting reports. In particular, participants will learn to use these statements and reports as effective management tools for decision making in the coordination of managerial and organizational activities.

Prerequisite: Business 602 or equivalent.

BUS 620 (3) MANAGING HUMAN RESOURCES

Explores the management of human resource functions including employee selection, training, evaluating, and compensation. Stresses the importance of Human Resources in a rapidly changing global environment impacted by different sets of values and progressive technology. Examines the impact of the setting in which human resources takes place. It also addresses labor relations, collective bargaining and equal employment opportunity issues.

BUS 625 (3) BUSINESS STATISTICS AND QUANTITATIVE METHODS

This course covers statistical concepts and tools needed for business applications in the global economy. Also provides relevant quantitative tools necessary for more advanced electives in the curriculum, especially finance, marketing, managerial economics, and operations management.

Prerequisite: Business 608, equivalent or consent of the instructor.

BUS 630 (3) MANAGERIAL ECONOMICS

The course is about the principles and techniques of managerial economics and its applications to every day business challenges. Topics include the theories of price, production, consumer behavior, cost, distribution, risk and uncertainty, and transaction costs.

Prerequisite: Business 625 or equivalent.

BUS 635 (3) INTERNATIONAL BUSINESS

An overview of international business and the political economy of nations. The course may include an off-campus component. The course provides the theoretical background and appreciation for the international trade environment including economics and finance.

BUS 640 (3) TECHNOLOGICAL INNOVATION AND MANAGEMENT KNOWLEDGE

This course investigates and demonstrates the planning and implementation of strategies that help organizations improve productivity, satisfaction, and responsiveness to the environment. The course views management from the perspective of human systems and organizational development, technological innovation, and strategic management.

BUS 645 (3) ORGANIZATIONAL LEADERSHIP

Students explore the development of theoretical basis of what intrinsically and extrinsically motivates people to exceptional performance. The course examines different leadership styles, personal leadership effectiveness, and contemporary leadership literature. Students analyze the ways leadership and culture shape an organization's environment and history.

BUS 650 (3) OPERATIONS MANAGEMENT

This course focuses on the delivery of high quality products and services in competitive environments. It addresses the issues of total quality management and continuous process improvement. The approach is quantitative in nature, exploring collection of relevant data, data analysis techniques and development of information systems to support management decision-making. In addition the course is designed to allow for the exploration of the use of the data generated by the tools used in this field.

BUS 655 (3) MARKETING IN AN ENTREPRENEURIAL WORLD

This course examines the issues involved in organizing and operating start-up businesses and new ventures as well as the role of marketing in today's organizations. Attention is given to the ethical, social, and economic problems faced by entrepreneurs and marketing managers.

BUS 660 (3) CONTEMPORARY MANAGEMENT IN A COMPETITIVE WORLD

This course explores how high performance in organizations is related to one's ability to adapt to changing internal and external needs and the impact of values upon the performance of the organization. It examines the environmental, structural, and human dynamics of organizational change, including factors bearing on organizational rigidity or flexibility. The role of leaders in implementing collaborative change processes is stressed along with a study of strategies for involving others in the designing and execution of change projects in a technologically and culturally changing world. The course includes an assessment of the student's own orientation to change and style of change leadership.

BUS 665 (3) ORGANIZATIONAL COMMUNICATION

Organizational Communication examines the role and function of communication in creating the dynamics of organizational life. Students explore the impact of information technology on the dissemination, content, patterns and context of communication.

BUS 670 (3) FINANCIAL MANAGEMENT

This course explores the role of the financial manager in providing the financial resources necessary for the successful operation of the firm. It addresses the topics of evaluating financial performance, financial forecasting, asset valuation, capital budgeting, planning the firm's capital structure, and corporate restructuring.

Prerequisites: Business 606 (or equivalent), 615, 625.

BUS 672 (3) ENTREPRENEURSHIP

Business start-ups, venture capital, planning, and the expansion of small or family run businesses. Course

includes lectures by entrepreneurs, financial planning using spread sheets, and preparation of a formal business plan.

BUS 674 (3) REAL ESTATE INVESTMENT

Investment in real estate markets, real estate property including deeds, mortgages, escrow, title insurance, leases, rentals, etc. This course satisfies the educational requirement for real estate broker's license.

BUS 675 (3) STRATEGIC MANAGEMENT

The aim of this course is to give the student a through understanding of the analytical techniques and skills necessary to identify and exploit strategies successfully. Students explore steps taken toward achieving the objective by understanding an overview of the main elements of the strategic management process, and examination of how they fit together, and a discussion of the factors that affect the quality of strategic decisions generated by the process.

BUS 685 (3) MANAGEMENT OF NOT-FOR-PROFIT ORGANIZATIONS

This course covers the application of management principles to non-profit organizations, including managing volunteers, advising board of directors, accounting, investment, financial management, marketing, fund raising, ethics and responsibility to society and donors.

BUS 690 (1-3) SPECIAL STUDIES IN BUSINESS ADMINISTRATION

Selected studies in an area of Business Administration as determined by the School of Business. Permission is required from the Director for Graduate Programs and the course faculty. Students may repeat up to a total of nine units.

BUS 695 (3) APPLIED PROJECT

To finalize the graduation requirements for the M.B.A. program, the student must complete and defend a project applying academic and professional experience in the development of a recommended solution of a specific complex situation found within an organization. The project is divided into the following parts: proposal, fact-finding, solution building, professional report, and formal presentation to a faculty committee. This project is to be completed as a self-directed study under the guidance of a selected faculty mentor. For those projects not completed during the two year course of study, students will be charged a Business 695 Extension Fee each semester until completed. Graded Credit/No Credit.