



# ACCOUNTANCY, BUSINESS AND ECONOMICS

"PLNU is a place of destiny. The administration and faculty are on the 'growing edge'—combining a vital faith in God with an awareness of the changes facing society. Students who attend PLNU will be well prepared to make a difference in the 21st century."

~ Dr. Wil Sparte, 15 year Board of Trustees Member

## OBJECTIVES

- To provide challenging courses that prepare graduates to meet the demands of the competitive business world and graduate school;
- To surround and assist students in spiritual development, by encouraging the utilization of strong Christian values, and applying those values to ethical issues in each topic of study;
- To enhance education with opportunities for students to experience the business world first-hand, and to meet and network with Christian business leaders of exemplary integrity and experience.

## TRADITION OF EXCELLENCE...

The Department of Accountancy, Business, and Economics educates students broadly in preparation for multiple careers and a wide variety of jobs. Christian values and ethical conduct are emphasized throughout the program, which also provides balance between theory and practice, emphasizes the global dimensions of business and encourages cross-cultural experiences. Small classes provide students with individualized attention from faculty who are dedicated to the academic success of each student. The faculty have earned doctorates or are professionally qualified, focus predominately on effective teaching, and take seriously their call to be Christian role models and mentors.

## STEP INTO YOUR FUTURE...

The Department of Accountancy, Business, and Economics provides quality preparation integrating theory, technology and practice. Resources such as the Fermanian Business Center promote student and business interaction through internships, informational interviews, networking and other innovative programs. Graduates have been successful pursuing graduate programs in academic environments such as University of Southern California, University of California, Los Angeles, San Diego State University, and International Graduate School of Business, etc. Accounting graduates have been successful passing the CPA

examination, and well over half of those who pass the CPA exam pass all four parts on the first sitting. This is well above national average, which is less than 20%. Highly respected firms in San Diego and throughout the world (i.e. Teledyne Ryan, IBM, Sheraton Hotels, Science Applications International, McDonnell-Douglas, Bank of America, Ernst and Young, Deloitte & Touche LLP, Internal Revenue Service, etc.) have actively recruited and hired graduates of the Department of Accountancy, Business, and Economics.

Point Loma Nazarene University, through its Department of Accountancy, Business, and Economics, is accredited by the Association of Collegiate Business Schools and Programs to offer the following business degrees:

- Bachelor of Arts in Accounting
- Bachelor of Arts in Business Administration
- Bachelor of Arts in Economic Development

## FACULTY

Senyo Adjibolosoo, Ph.D.  
*Simon Fraser University*

A. Patrick Allen, Ph.D.  
*University of Oklahoma*

Margaret Thomas Bailey, Ph.D.  
*University of Southern California*

Daniel A. Croy, Ed.D.  
*Vanderbilt University*

Rebecca A. Havens, Ph.D.  
*University of California, San Diego*

James H. McEliece, Ph.D.  
*Colorado School of Mines*

John W. Pearson, C.P.A., M.A.  
*University of Wisconsin*

Bruce A. Schooling, Ph.D.  
*New Mexico State University*

Gene A. Shea, C.P.A., M.A.  
*Ohio State University*

Harry S. Watkins, Ph.D.  
*University of Oregon*

# Accounting MAJOR

## COMPUTER REQUIREMENT

All Accounting majors must possess a personal notebook computer for their program of study. The notebook is required before entry into Accounting 201, Principles of Accounting I. Accounting 201 is normally taken in the fall semester of the sophomore year. Specific hardware requirements are available from the Department of Accountancy, Business, and Economics.

## LOWER-DIVISION REQUIREMENTS

COURSE #	TITLE	UNITS
ECO 101	Principles of Economics I*	.3
ECO 102	Principles of Economics II*	.3
ACC 201	Principles of Accounting I	.4
ACC 202	Principles of Accounting II	.4
CSC 122	Intro to Computers <i>OR</i>	
CSC 134	Intro to Computer Science . . . . .2-4 <i>OR</i> proficiency	
MATH 123	Elementary Functions . . . . .3 <i>OR</i> equivalent	
MATH 203	Intro to Statistics . . . . .3	
	TOTAL . . . . .17-24	

## UPPER-DIVISION REQUIREMENTS

COURSE #	TITLE	UNITS
ACC 370	Inter. Accounting I . . . . .4	
ACC 371	Inter. Accounting II . . . . .4	
ACC 374	Inter. Managerial Accounting . . . . .2	
ACC 375	Managerial Cost Accounting . . . . .2	
ACC 410	Federal Tax Accounting I . . . . .4	
ACC 411	Federal Tax Accounting II <i>OR</i>	
ACC 421	Advanced Accounting . . . . .2	
ACC 460	Auditing . . . . .4	
BUS 301	Legal Environment of Business . . . . .4	
BUS 312	Principles of Management <i>OR</i>	
BUS 374	Industrial Organizational Psychology/Human Resources . . . . .4	
BUS 332	Principles of Marketing . . . . .4	
BUS 488	Strategic Management . . . . .4	
PHL 311	Ethics*** . . . . .3	
	TOTAL . . . . .41	

## RECOMMENDED

COURSE #	TITLE	UNITS
MATH 145	Calculus I with Applications*** . . . . .5	
BUS 313	Administrative Communication . . . . .4	

\*Fulfills General Education requirement in the Social World.  
 \*\*Fulfills General Education requirement in Philosophy.  
 \*\*\*Substitutes for General Education requirement of Mathematics 303.

# Business Administration MAJOR

## COMPUTER REQUIREMENT

All Business Administration majors must possess a personal notebook computer for their program of study. The notebook is required before entry into Accounting 201, Principles of Accounting I. Accounting 201 normally is taken in the fall semester of the sophomore year. Specific hardware requirements are available from the Department of Accountancy, Business, and Economics.

## LOWER-DIVISION REQUIREMENTS

COURSE #	TITLE	UNITS
ECO 101*	Principles of Economics I . . . . .3	
ECO 102*	Principles of Economics II . . . . .3	
ACC 201	Principles of Accounting I . . . . .4	
ACC 202	Principles of Accounting II . . . . .4	
CSC 122	Intro to Computers <i>OR</i>	
CSC 134	Intro to Computer Science . . . . .2-4 <i>OR</i> proficiency	
MTH 123	Elementary Functions . . . . .3 <i>OR</i> equivalent	
MTH 203	Intro to Statistics . . . . .3	
	TOTAL . . . . .17-24	

## UPPER-DIVISION REQUIREMENTS

COURSE #	TITLE	UNITS
ACC 374	Inter. Managerial Accounting . . . . .2	
BUS 301	Legal Environment of Business . . . . .4	
BUS 312	Principles of Management . . . . .4	
BUS 313	Administrative Communication . . . . .4	
BUS 332	Principles of Marketing . . . . .4	
BUS 410	Business Finance . . . . .4	
BUS 488	Strategic Management . . . . .4	
BUS 489	Business Internship . . . . .4	
	Upper-division Economics (300-490) . . . . .4	
	<i>Approved OCP courses may satisfy this requirement.</i>	
	TOTAL . . . . .34	

## RECOMMENDED

PHL 311	Ethics** . . . . .3
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\*Fulfills General Education requirement in the Social World.  
 \*\*Fulfills General Education requirement in Philosophy.

## OPTIONAL CONCENTRATIONS

The requirements shown above are the minimum needed to obtain a Business Administration major. Students may earn a concentration designation on their transcript by taking eight additional units in one of the following concentrations:

## Concentration A: Marketing

COURSE #	TITLE	UNITS
BUS 334	Professional Selling and Sales Management	4

### Four units from:

BUS 336	Advertising and Promotion Management	4
BUS 432	Research Methods in Business	4
BUS 490	Special Topics in Business Administration	4
ECO 320	Urban Economics	2
ECO 440	Racial and Gender Issues in Economics and Education	2
ACC 410	Federal Tax Accounting I	4
COM 330	Persuasion	3
	<b>TOTAL</b>	<b>8</b>

## Concentration B: Entrepreneurial/Finance

COURSE #	TITLE	UNITS
BUS 382	Entrepreneurship	2
BUS 486	Small Business Institute	2

### Four units from:

BUS 340	Real Estate Principles and Practices	4
BUS 411	Investments	4
BUS 432	Research Methods in Business	4
BUS 470	Nonprofit Organization Management	4
BUS 490	Special Topics in Business Administration	4
ECO 360	Public Finance	2
ECO 380	Money and Banking	4
ACC 410	Federal Tax Accounting I	4
	<b>TOTAL</b>	<b>8</b>

## Concentration C: Management

COURSE #	TITLE	UNITS
BUS 374	Industrial Organizational Psychology/Human Resources	4

### Four units from:

BUS 412	Leadership	4
BUS 432	Research Methods in Business	4
BUS 470	Nonprofit Organization Management	4
BUS 480	International Business	4
BUS 484	Operations Management	4
BUS 490	Special Topics in Business Administration	4
ECO 320	Urban Economics	2
ECO 315	Theories of Economic Development	4
ECO 420	Comparative Economic Systems	2
ECO 430	Industry and Government	2
ECO 440	Racial and Gender Issues in Economics and Education	2
	<b>TOTAL</b>	<b>8</b>

## Concentration D: International Business

COURSE #	TITLE	UNITS
BUS 480	International Business	4

### Four units from:

BUS 423	International Business Communication	4
BUS 432	Research Methods in Business	4
BUS 490	Special Topics in Business	4
ECO 315	Theories of Economic Development	4
ECO 360	Public Finance	2
ACC 410	Federal Tax Accounting I	4
	<b>TOTAL</b>	<b>8</b>

- Approved Off-Campus Cooperative Programs.
- Language proficiency at an intermediate level.
- One semester or summer of international study or immersion experience (approved OCP courses may satisfy this requirement).

## Economic Development MAJOR

The program in Economic Development addresses the causes of world poverty and explores solutions likely to improve conditions. It seeks to prepare graduates to serve in positions in international relief agencies, U.S. and United Nations development agencies, humanitarian organizations and inner-city development organizations. Graduates will be equipped with the skills necessary to improve the lives of the world's poor and win thereby the right to share their faith in the redeeming power of Jesus Christ.

### LOWER-DIVISION REQUIREMENTS

COURSE #	TITLE	UNITS
ECO 101	Principles of Economics I*	3
ECO 102	Principles of Economics II*	3
ACC 201	Principles of Accounting I	4
MTH 203	Intro to Statistics	3
	<b>TOTAL</b>	<b>13</b>

### UPPER-DIVISION REQUIREMENTS

COURSE #	TITLE	UNITS
BUS 301	Legal Environment of Business	4
BUS 312	Principles of Management	4
BUS 332	Principles of Marketing	4
BUS 410	Business Finance	4
BUS 488	Strategic Management	4
ECO 315	Theories of Economic Development	4
ECO 320	Urban Economics	2
ECO 410	International Economics	4
ECO 420	Comparative Economic Systems	2
ECO 470	Contemporary Development Planning	4
PHL 311	Ethics**	3
	<b>Four units from:</b>	
BUS 412	Leadership	4
BUS 470	Nonprofit Organization Management	4
BUS 480	International Business	4
BUS 489	Business Internship	1-4
ECO 360	Public Finance	2

ECO 380	Money and Banking . . . . .	4
ECO 430	Industry and Government . . . . .	2
ECO 440	Racial and Gender Issues in Economics and Education . . . . .	2
	TOTAL . . . . .	43

**RECOMMENDED ELECTIVE COURSES**

COURSE #	TITLE . . . . .	UNITS
POL 350	Rebuilding Devastated Estates . . . . .	2
POL 420	United States Foreign Policy . . . . .	4
POL 435	Global Governance . . . . .	4
POL 450	Issues of Global Human Rights . . . . .	2
SOC 350	Urban Sociology . . . . .	3

\* One course fulfills General Education requirement in the Social World.

\*\* Fulfills General Education requirement in Philosophy.

## Industrial-Organizational Psychology

INTERDEPARTMENTAL MAJOR

This Psychology-Business major is designed for those who wish to enter the job market in fields of management, personnel, and research at the Bachelor of Arts level. The requirements are listed in the Department of Psychology.

## Management Information Systems

INTERDEPARTMENTAL MAJOR

The primary goal for the major in Management Information Systems is to equip students with the intellectual and professional tools needed to assume responsible positions in business, industry, education, government, and social service organizations. Specific goals for the major include basic understanding of the following:

- Effective management of people, things, time and money
- Technical problems and issues involved in managing information
- The importance of information as a resource

The major includes components in management information systems, computer science, business, and mathematics. The requirements are listed in the Department of Mathematics and Computer Science.

## Music-Business

INTERDEPARTMENTAL MAJOR

The Music-Business major combines the disciplines of music and business. The requirements are listed in the Department of Music.

## Accounting MINOR

A minor in Accounting is for students who are interested in an understanding of accounting principles and techniques, but who do not want to pursue a major in Accounting.

**REQUIREMENTS**

Graduation requirements as specified under Degree Requirements–Bachelor of Arts degree.

**LOWER-DIVISION REQUIREMENTS**

COURSE #	TITLE . . . . .	UNITS
ACC 201	Principles of Accounting I . . . . .	4
ACC 202	Principles of Accounting II . . . . .	4
	TOTAL . . . . .	8

**UPPER-DIVISION REQUIREMENTS**

COURSE #	TITLE . . . . .	UNITS
ACC 370	Inter. Accounting I . . . . .	4
ACC 371	Inter. Accounting II . . . . .	4
ACC 374	Inter. Managerial Accounting . . . . .	2
<i>One of the following:</i>		
ACC 375	Managerial Cost Accounting . . . . .	2
ACC 410	Federal Tax Accounting I . . . . .	4
ACC 421	Advanced Accounting . . . . .	2
ACC 460	Auditing . . . . .	4
	TOTAL . . . . .	12-14

## Business Administration MINOR

A minor in Business Administration is for students who wish to complement study in another area with a basic background in business. The program consists of introductory courses in economics and accounting, and upper-division courses in business designed to acquaint the student with a few disciplines essential to business success.

**REQUIREMENTS**

Graduation requirements as specified under Curricular Requirements–Requirements for the Bachelor of Arts degree.

**LOWER-DIVISION REQUIREMENTS**

COURSE #	TITLE . . . . .	UNITS
ECO 102	Principles of Economics II . . . . .	3
ACC 201	Principles of Accounting I . . . . .	4
ACC 202	Principles of Accounting II <b>OR</b>	
ECO 101	Principles of Economics I* . . . . .	3-4
	TOTAL . . . . .	10-11

**UPPER-DIVISION REQUIREMENTS**

COURSE #	TITLE . . . . .	UNITS
BUS 312	Principles of Management . . . . .	4
BUS 332	Principles of Marketing . . . . .	4
	• Four units selected from any upper-division departmental course for which prerequisites are satisfied.	

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## Accountancy, Business, and Economics

## Economic Development MINOR

A minor in Economic Development is for students who wish to complement study in another area with a basic background in economic development. Study in this discipline seeks to equip students in other majors to address the issues of material welfare that impacts their study of the issues facing disadvantaged populations.

### REQUIREMENTS

Graduation requirements as specified under Curricular Requirements—Requirements for the Bachelor of Arts degree.

### LOWER-DIVISION REQUIREMENTS

COURSE #	TITLE	UNITS
ECO 101	Principles of Economics I*	3
ECO 102	Principles of Economics II*	3
MTH 203	Intro to Statistics	3
<b>TOTAL</b>		<b>9</b>

### UPPER-DIVISION REQUIREMENTS

COURSE #	TITLE	UNITS
ECO 315	Theories of Economic Development	4
BUS 470	Nonprofit Organization Management	4

#### Four units from:

ECO 320	Urban Economics	2
ECO 360	Public Finance	2
ECO 380	Money and Banking	4
ECO 410	International Economics	4
ECO 420	Comparative Economic Systems	2
ECO 430	Industry and Government	2
ECO 440	Racial and Gender Issues in Economics and Education	2
ECO 490	Special Studies in Economics	4
<b>TOTAL</b>		<b>12</b>

## Nonprofit Organization Management MINOR

A minor in Nonprofit Organization Management is for students who wish to complement study in another area with a basic background in managing nonprofit organizations. The program consists of introductory courses in economics and accounting, and upper-division courses in business designed to acquaint the student with a few essentials of nonprofit organization management. This minor is not suitable for Business Administration or Accounting majors.

### REQUIREMENTS

Graduation requirements as specified under Curricular Requirements—Requirements for the Bachelor of Arts degree.

### LOWER-DIVISION REQUIREMENTS

COURSE #	TITLE	UNITS
ECO 102	Principles of Economics II	3
ACC 201	Principles of Accounting I	4
ACC 202	Principles of Accounting II <b>OR</b>	
ECO 101	Principles of Economics I*	3-4
<b>TOTAL</b>		<b>10-11</b>

### UPPER-DIVISION REQUIREMENTS

COURSE #	TITLE	UNITS
BUS 312	Principles of Management	4
BUS 470	Nonprofit Organization Management	4
• Four units selected from any upper-division departmental course for which prerequisites are satisfied.		
<b>TOTAL</b>		<b>12</b>

## Accounting COURSES

### ACC 201 (4) PRINCIPLES OF ACCOUNTING I

A study of generally accepted accounting principles with introductions to business ethics, the accounting process, financial statements of proprietorships, merchandising, accounting systems, internal control, inventories, payroll, and plant and equipment. Must be taken before Accounting 202. Recommended for sophomores. Laboratory accompanies course.

*Prerequisites: Computer Science 122 or 134 or equivalent. All Business majors and Accounting majors must have a personal notebook computer before entry in Accounting 201. Specific hardware requirements are available from the Department of Accountancy, Business, and Economics.*

### ACC 202 (4) PRINCIPLES OF ACCOUNTING II

Continuing the study of basic accounting principles and practices with introductions to the financial statements of corporations, bonds, present and future values, cash flows, managerial and manufacturing accounting, and income taxes. Recommended for sophomores. Laboratory accompanies course.

*Prerequisite: Accounting 201.*

### ACC 370 (4) INTERMEDIATE ACCOUNTING I

A review of the accounting reporting process with in-depth study of generally accepted accounting principles as they relate to asset, liability, and their related income statement accounts. Time value concepts and the recognition of revenue also are studied.

*Prerequisites: Accounting 202, Computer Science 122 or 134 or equivalent, and Mathematics 123 or equivalent.*

**ACC 371 (4) INTERMEDIATE ACCOUNTING II**

Study and analysis of stockholders' equity and special accounting problems, including accounting for investments, dilutive securities, income taxes, pensions and post-retirement benefits, and leases. A study of accounting for business combinations and consolidated financial statements is also included.

*Prerequisite: Accounting 370.*

**ACC 374 (2) INTERMEDIATE MANAGERIAL ACCOUNTING**

A study of the statement of cash flows, financial statement analysis, cost-volume-profit and break-even analysis, and profit planning.

*Prerequisites: Accounting 202, Mathematics 123 or equivalent.*

**ACC 375 (2) MANAGERIAL COST ACCOUNTING**

A study of basic cost accounting concepts and procedures, with emphasis on the development, interpretation, and application of managerial accounting information for planning, control, and decision making. Offered on a Quad basis.

*Prerequisite: Accounting 202.*

**ACC 410 (4) FEDERAL TAX ACCOUNTING I**

A study of the basic Federal income tax laws as they relate primarily to individuals. Emphasis on gross income, deductions, depreciation and cost recovery, gains and losses, passive activities, and tax planning. Alt.\*

*Prerequisite: Accounting 202.*

**ACC 411 (2) FEDERAL TAX ACCOUNTING II**

A study of Federal income tax laws as they relate to corporations, partnerships, tax exempt entities, and estates and trusts. International transactions, tax planning, and tax administration are discussed. Alt.\*

*Prerequisite: Accounting 410.*

**ACC 421 (2) ADVANCED ACCOUNTING**

A study of accounting for government, not-for-profit, partnership, and multinational entities, and other special topics. Alt.\*

*Prerequisite: Accounting 371.*

**ACC 460 (4) AUDITING**

A study of the attest function of independent public accountants, with emphasis on the philosophy of auditing, auditing standards, professional conduct, legal liability, internal control, audit evidence and techniques, and accountants' reporting responsibilities. Some business law topics related to the Uniform Commercial Code, agency law, and other selected topics will be included. Alt.+

*Prerequisite: Accounting 371 or consent of instructor.*

**ACC 489 (1-2) ACCOUNTING INTERNSHIP**

On-the-job participation involving decision making and problem solving using techniques, skills, and knowledge acquired in the classroom. May be repeated for a maximum of four units. Graded Credit/No Credit.

*Prerequisites: Senior standing. Consent of department chair and instructor.*

**ACC 490 (2) SPECIAL TOPICS IN ACCOUNTING**

Study in a special topic to be determined by the department. Open to juniors and seniors only.

**ACC 491 (1-2) INDEPENDENT STUDIES IN ACCOUNTING**

An intensive study of a selected problem under the direction of an instructor. Qualified students as well as the proposal for the study must be approved by departmental instructor(s) and the department chair. Course is open to upper-division students with consent of instructor. May be repeated for a maximum of four units.

## Business COURSES

**BUS 301 (4) LEGAL ENVIRONMENT OF BUSINESS**

A comprehensive overview of legal issues encountered in business including the legal system, business organization, contracts, torts, real and personal property, legal remedies, trusts, international topics, and governmental regulation.

**BUS 312 (4) PRINCIPLES OF MANAGEMENT**

A study of the manager's role in the organization, including the tasks of planning, organizing, leading, and controlling. Attention to managerial implications of social responsibility and international management. Students will undertake a group project, applying the theory and computer technology to a task.

*Prerequisite: Economics 102 or consent of instructor.*

**BUS 313 (4) ADMINISTRATIVE COMMUNICATION**

The fundamentals of business writing are applied to the writing of letters and memos in typical basic business situations such as good news, neutral situations, and bad news as well as specific situations such as persuasion and sales writing. A traditional and scannable résumé is written as well as other job search correspondence. The fundamentals of report writing are applied during the development of a personal portfolio. Technology and cross-cultural communication is integrated throughout the course. Informal oral communication, public speaking and oral reporting, instruction in and the use of presentation software are practiced.

*Prerequisite: Writing 110 or equivalent.*

**BUS 332 (4) PRINCIPLES OF 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; social, legal, and ethical dimensions of marketing; marketing in the global economy; marketing and the internet.

*Prerequisites: Accounting 201 and junior or senior standing.*

**BUS 334 (4) PROFESSIONAL SELLING AND SALES**

**MANAGEMENT**

Overview of the role of a sales person and of the sales function. Development and execution of sales presentation with attention to prospecting, sales call planning, the approach, the presentation, negotiation, closing and after-sale follow-up and service. Selected sales management topics include recruiting, training, motivating, and evaluating salespeople, as well as ethical issues and perspectives.

*Prerequisite: Business 332 or consent of instructor.*

**BUS 336 (4) ADVERTISING AND PROMOTION**

**MANAGEMENT**

The planning, execution and evaluation of integrated marketing communication campaigns. Topics include media strategy, creative strategy, ethical issues, international considerations, consumer response to elements of the promotion mix, and perspectives on managing creative endeavors. Development and presentation of an integrated marketing communication plan is required.

*Prerequisite: Business 332 or consent of instructor.*

**BUS 340 (4) REAL ESTATE PRINCIPLES AND PRACTICES**

Economics of the real estate market, real property, ownership and transfer of real property including deeds, mortgages, escrow, title insurance, appraisal techniques, financing methods, leases, development, management, and agency. Satisfies educational requirement for real estate broker's license.

*Prerequisite: Economics 102.*

**BUS 374 (4) INDUSTRIAL ORGANIZATIONAL**

**PSYCHOLOGY/HUMAN RESOURCES**

A study of organizational behavior, staffing, performance appraisal, compensation, industrial relations, human factors engineering, and consumer behavior applications of psychological theory and research.

*Prerequisites: Mathematics 203 and Business 312 or Psychology 201.*

**BUS 382 (2) ENTREPRENEURSHIP**

Emphasis on planning and research necessary for successful start-up and expansion of a small business. Course includes visits to Entrepreneurships, financial planning using computer spreadsheet, and preparation of a formal business plan.

*Prerequisite: Accounting 201 or consent of instructor.*

**BUS 410 (4) BUSINESS FINANCE**

To acquire the capabilities to function as a financial manager, that is, to integrate an understanding of the techniques, concepts and analysis of finance. The course is designed to build on the student's knowledge of accounting, economics and math. 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, dividend policy and international business finance.

*Prerequisites: Economics 102, Accounting 374, Mathematics 123 or equivalent, Mathematics 203.*

**BUS 411 (4) INVESTMENTS**

Finance from the point of view of the investor. Topics include financial statement analysis, securities markets and instruments, portfolio theory, fixed income securities, equity and derivative assets, including options and futures. Technical preparation for certified financial planning license.

*Prerequisites: Mathematics 123 or equivalent, Mathematics 203, Economics 102 and Accounting 202.*

**BUS 412 (4) LEADERSHIP**

An investigation and review of a wide variety of leadership concepts, practices and theories. Includes an examination of Biblical leadership; the role of leadership in organizations; the historical examination of various leadership models; and the contributions of leaders to a modern society. Case studies, special guest speakers, exercises, and group projects will facilitate the practical application of leadership by students.

*Prerequisite: Junior or senior standing.*

**BUS 423 (4) INTERNATIONAL BUSINESS**

**COMMUNICATION**

Study of organizational and interpersonal communication and negotiation skills needed in an integrated world economy. The specific needs of any international (or domestic multicultural) business interaction are studied by isolating and evaluating those aspects of culture most likely to affect communication in a business setting. These aspects are language, environment and technology, social organization, contexting, authority conception, non-verbal communication, and temporal conception. The course is activity-oriented and uses technology to exchange business messages internationally.

*Prerequisite: Business 313.*

**BUS 432 (4) RESEARCH METHODS IN BUSINESS**

A study of methods used to gather and use information in business settings. Topics include identifying and defining business problems, designing instruments to gather problem-specific information, implementing information gathering efforts, analyzing information, interpretation of results and generating proposed solutions.

*Prerequisites: Mathematics 203 and junior or senior standing.*

**BUS 470 (4) NONPROFIT ORGANIZATION MANAGEMENT**

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.

*Prerequisite: Business 312 or consent of instructor.*

**BUS 480 (4) INTERNATIONAL BUSINESS**

An overview of challenges and opportunities in international business. Students research one region in depth for development of a business proposal. Attention to crosscultural issues in management and marketing, and business ethics in international settings.

*Prerequisites: Business 312 and 332.*

**BUS 484 (4) OPERATIONS MANAGEMENT**

An analysis of the information support systems which aid the manager in the decision-making process. Topics include mathematical and computer models for production and operations management, allocation of resources, planning, and financial analysis. Crosslisted as MIS 484.

*Prerequisite: Mathematics 203 or 364.*

**BUS 486 (2) SMALL BUSINESS INSTITUTE**

Student teams work as consultants to small businesses to develop solutions to business problems, write business plans and consider strategy and policy issues.

*Prerequisites: Senior standing and consent of instructor.*

**BUS 488 (4) STRATEGIC MANAGEMENT**

This course serves as a capstone experience for business students. It seeks to integrate the diverse areas of business study through formal instruction, case analysis and in-depth analysis of a current problem facing a local business organization. Classroom instruction focuses on the strategic management/business policy development process. A formal team presentation of a problem solution to the business owner is required for successful completion.

*Prerequisites: Business 410 or Accounting 371 (concurrent enrollment acceptable) and senior standing.*

**BUS 489 (1-4) BUSINESS INTERNSHIP**

On-the-job participation involving decision making and problem solving using techniques, skills and knowledge acquired in the classroom. May be repeated for a maximum of six units. Graded Credit/No Credit.

*Prerequisites: Senior and junior standing and consent of instructor.*

**BUS 490 (4) SPECIAL TOPICS IN BUSINESS ADMINISTRATION**

Study in a special topic to be determined by the department. May be repeated for a maximum of eight units.

*Prerequisites: Senior and junior standing and consent of instructor.*

**BUS 491 (1-2) INDEPENDENT STUDIES IN BUSINESS**

An intensive study of a selected problem under the direction of an instructor. Qualified students as well as the proposal for the study must be approved by departmental instructor(s) and the department chair. May be repeated for a maximum of four units.

*Prerequisites: Course is open to upper-division students with consent of instructor.*

**Economics** COURSES**ECO 101 (3) PRINCIPLES OF ECONOMICS I - GE**

Fundamental principles governing production, distribution, and exchange of wealth with emphasis on current economic problems. This course is the macroeconomic approach, emphasizing national income determination, fiscal policy, monetary policy and economic stabilization policy, international linkages, balance of payment issues, exchange rate determination and international trade.

*Prerequisite: Mathematics 099 or equivalent.*

**ECO 102 (3) PRINCIPLES OF ECONOMICS II - GE**

Fundamental principles governing production, distribution, and exchange of wealth with emphasis on current economic problems. This course is the microeconomic approach, emphasizing consumer choice theory, decision making of firms based on costs and revenues, income determination and distribution, market structures, market failures, the economic role of government in a mixed economy, and comparative economic systems.

*Prerequisite: Mathematics 099 or equivalent.*

**ECO 315 (4) THEORIES OF ECONOMIC DEVELOPMENT**

The course introduces students to the contents of the theory and practice of economic development. It focuses on the real concerns of national and international development studies. Students are exposed to the theories and models of development. Through a step-by-step process, students are led and assisted not only to become familiar with the orthodox development thinking and its applications to understanding and dealing with the socio-economic problems of the developing regions, but also become aware of the existing views regarding the multiplicity of factors that cause underdevelopment. Students also learn how conventional development theorists think people of the developing areas can overcome their social, economic, and political problems. Practical case studies are used to enable students to understand the various policies, projects, and programs being used to deal with the problems of underdevelopment in developing regions.

*Prerequisites: Economics 101 and 102 or consent of instructor.*

**50****Accountancy,  
Business and  
Economics**

**ECO 320 (2) URBAN ECONOMICS**

Analytical tools of economics are used to explain the spatial and economic organization of cities and metropolitan areas. Urban problems such as poverty, slums, housing, crime, congestion, pollution, urban renewal, and finance will be identified. Empirical evidence will be examined and effective policy solutions discussed.

*Prerequisites: Economics 102, Mathematics 123.*

**ECO 360 (2) PUBLIC FINANCE**

An interdisciplinary study of the revenues and expenditures of federal, state, and local governments. Effects on the global and national economies of public spending, debts and taxation, financing social security, and other services. Special emphasis on current events and issues.

*Prerequisite: Economics 101 or Political Science 165.*

**ECO 380 (4) MONEY AND BANKING**

The functions of money, credit and banking in the economic system, monetary standard, banking and monetary theory, central banking, and government fiscal policies.

*Prerequisite: Economics 101.*

**ECO 410 (4) INTERNATIONAL ECONOMICS**

This course presents detailed treatment of theories and models of international trade, rationale for barriers to trade, government trade policies, international trade agreements and organizations, balance of payments, exchange rate regimes, currency unions and foreign debt issues.

*Prerequisites: Economics 101 and 102.*

**ECO 420 (2) COMPARATIVE ECONOMIC SYSTEMS**

This course will give the student an understanding of how economic systems are characterized and modeled, the history and current reality of economic systems in the world economy, and the obstacles and future prospects which economies in transition currently face. Special attention will be given to current events and the recent economic revolution which has occurred in formally socialist economies in the world. This course will prepare the student to critically evaluate the structure of economic systems in general, and to see how the structure of an economy affects its performance and future health, using both theory and application.

*Prerequisites: Economics 101 and 102.*

**ECO 430 (2) INDUSTRY AND GOVERNMENT**

The structure, conduct, and performance of American industry is critically examined. The interrelationship between industry and the state is thoroughly evaluated, especially in the areas of antitrust law, economic regulation, the environment, and the working space. Specific questions like energy, alienation, technical change, and patenting will be investigated.

*Prerequisite: Economics 102.*

**ECO 440 (2) RACIAL AND GENDER ISSUES IN ECONOMICS AND EDUCATION - WS**

A study of social issues pertaining to race and gender in economics and education. The economic status of different races and genders will be examined, and the impact of educational opportunity on races, genders, and economic status will be discussed. The extent to which discrimination inhibits educational opportunity and economic status will be considered.

*Prerequisite: Junior or senior standing.*

*Recommended: Economics 102 or Education 300.*

**ECO 470 (4) CONTEMPORARY DEVELOPMENT PLANNING**

This course focuses on extensive study, evaluation, and analysis of the various approaches to development planning and policy from a historical perspective. As such, the course uses as case study materials the development plans of various developing countries. A selection of actual development plans and policies from different regions of the world would be studied, analyzed, and critically evaluated on the basis of their performance effectiveness—the extent to which they were successful in dealing with social, economic, and political problems. This evaluation process will also take a detailed look at the extent to which these plans either focused on or ignored people development. The advantages and disadvantages of development planning are discussed and evaluated. The shortcomings and subsequent failures of national development planning and policy will be evaluated from the human factor perspective, taking relevant biblical principles into account.

*Prerequisite: Economics 315.*

**ECO 490 (4) SPECIAL STUDIES IN ECONOMICS**

Study in a special topic to be determined by the department.

*Prerequisite: Open to juniors and seniors only.*

*Consent of instructor.*

**ECO 491 (1-2) INDEPENDENT STUDIES IN ECONOMICS**

Study in a special topic to be determined by the department. May be repeated for a maximum of four units. Does not fulfill upper-division Economics requirements for the Business Administration major.

*Prerequisite: Open to juniors and seniors only.*

*Consent of instructor.*