

Business Administration

Mission: *Equipping students to connect theory with practice while integrating Biblical faith and business to develop servant-leaders.*

Modern business curricula looks very much like the business curricula from 50 years ago. College level business programs have simply not kept up with the contemporary business world. The complex and specialized business world of today has made the practice of strictly focusing on business theory obsolete, and hence made the curricula of many schools obsolete. The contemporary business student needs to be “trained” to function in today’s business world in addition to being given the basics of business theory. The complex nature of computer systems, communication methods, and global economies has created a world for which most graduates are not prepared.

The Sterling College Business Department is dedicated to producing constantly evolving programs that will focus on the skills and traits most desired by the contemporary business community. Employers are currently interested in new employees with established communication and interpersonal skills, software and technological proficiency, and analytical and problems solving abilities. Employers are also looking for the character-based traits of loyalty, honesty, and integrity in their employees. Modern business programs often address these skills and traits to some degree, but one would be hard pressed to find a program where the skills and traits currently in demand by the business world are the focus of the curricula. Sterling offers such programs.

In the not too distant future, it is the intention of the Sterling College Business Department to have Sterling considered one of the top schools for the study of business. This will be accomplished by creating a highly academic application based curriculum, which is outlined below.

BUSINESS ADMINISTRATION (BS) CORE/MAJOR

BU102	Strategies for Success	2 credits
BU103	Economics	3 credits
BU140	Business Communication	2 credits
BU190	Personal Finance	3 credits
BU209	Financial Accounting	3 credits
BU210	Managerial Accounting	3 credits
BU240	Business Law	3 credits
BU256	Business Writing	2 credits
BU286	Teamwork	2 credits
BU302	Business Computing	3 credits
BU329	Critical Thinking & Problem Solving	2 credits
BU326	Marketing	3 credits
BU338	Management Leadership	3 credits
BU362	Ethics in Business	3 credits
BU365	Organizational Behavior	3 credits
CS225	E-commerce	3 credits
MA240	Statistics (Part of GE requirement)	0 credits
	Business Core	Sub total: 43 credits
	Concentration	17-18 credits
	Total credits for the major:	60-61 credits

A concentration chosen from the following is required to complete the major.

BUSINESS CONCENTRATIONS

International Business (17-18 credits)

HG240	World and Regional Geography	3 credits
HG272	International Relations	3 credits
BU356	International Business	3 credits
BU343	Capitalism throughout the World (Past & Present)	3 credits
BU417	Finance	3 credits
BU493	Internship	2-3 credits

Entrepreneurship (17-18 credits)

BU331	Entrepreneurship I	3 credits
BU356	International Business	3 credits

BU417	Finance	3 credits
BU420	Advanced Marketing	3 credits
BU431	Entrepreneurship II	3 credits
BU493	Internship	2-3 credits

Marketing (18-19 credits)

BS115	Principles of Sociology	3 credits
BS295	Behavioral Science Research Methods	4 credits
BU356	International Business	3 credits
BU420	Advanced Marketing	3 credits
BU428	Sales & Customer Service	3 credits
BU493	Internship	2-3 credits

Social Entrepreneurship (17-18 credits)

BU331	Entrepreneurship I	3 credits
BU334	Social Entrepreneurship	3 credits
BU372	Non-profit Development & Fund-raising	3 credits
BU417	Finance	3 credits
BU425	Non-profit Management	3 credits
BU493	Internship	2-3 credits

Externship Program (University Business Projects (18 credits)

BU350	Practicum (Marketing)	3 credits
BU351	Practicum (HR/Law)	3 credits
BU352	Practicum (Information Technology)	3 credits
BU410	Practicum (Project Feasibility)	3 credits
BU430	Practicum (Business Plan)	3 credits
BU435	Practicum (Operations)	3 credits

Economics (17-18 credits)

BU200	Macroeconomics	3 credits
BU201	Microeconomics	3 credits
BU356	International Business	3 credits
BU402	International Economics & Finance	3 credits
BU417	Finance	3 credits
BU493	Internship	2-3 credits

Leadership-Management (17-18 credits)

BU366	Organizational Change	3 credits
BU367	Organizational Leadership	3 credits
BU417	Finance	3 credits
BU422	Operations Management	3 credits
BU493	Internship	2-3 credits
BU499	Business Policy	3 credits

Capitalism (17-18 credits)

BU341	Free Enterprise and Capitalism	3 credits
BU343	Capitalism throughout the World (Past & Present)	3 credits
BU347	Economic Ethics	3 credits
BU441	Capitalism and the American Way	3 credits
BU447	Christianity and Economics	3 credits
BU493	Internship	2-3 credits

Real Estate (17-18 credits)

RE320	Real Estate Investment/Finance	3 credits
RE325	Real Estate Principles	3 credits
RE329	Real Estate Appraisal	3 credits
RE420	Real Estate Development	3 credits
RE425	Real Estate Market Analysis	3 credits
BU493	Internship	2-3 credits

Electives:

RE350	Real Estate Practicum I	3 credits
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RE355	Real Estate Practicum II	3 credits
RE360	Real Estate Practicum III	3 credits
RE365	Real Estate Practicum IV	3 credits

BUSINESS MINORS

International Business (20 credits)

BU102	Strategies for Success	2 credits
BU140	Business Communication	2 credits
BU286	Teamwork	2 credits
BU329	Critical Thinking & Problem Solving	2 credits
BU362	Ethics in Business	3 credits
BU356	International Business	3 credits
BU343	Capitalism throughout the World (Past & Present)	3 credits
HG272	International Relations	3 credits

Entrepreneurship (22 credits)

BU140	Business Communication	2 credits
BU190	Financial Management-Personal Emphasis	3 credits
BU209	Financial Accounting	3 credits
BU210	Managerial Accounting	3 credits
BU326	Marketing	3 credits
BU329	Critical Thinking & Problem Solving	2 credits
BU331	Entrepreneurship I	3 credits
BU362	Ethics in Business	3 credits

Leadership-Management (20 credits)

BU102	Strategies for Success	2 credits
BU140	Business Communication	2 credits
BU286	Teamwork	2 credits
BU329	Critical Thinking & Problem Solving	2 credits
BU338	Management/Leadership	3 credits
BU362	Ethics in Business	3 credits
BU366	Organizational Change	3 credits
BU367	Organizational Leadership	3 credits

Marketing (20 credits)

BU102	Strategies for Success	2 credits
BU140	Business Communication	2 credits
BU286	Teamwork	2 credits
BU329	Critical Thinking & Problem Solving	2 credits
BU326	Marketing	3 credits
BU362	Ethics in Business	3 credits
BU420	Advanced Marketing	3 credits
BU428	Sales & Customer Service	3 credits

Social Entrepreneurship (20-22 credits)

BU140	Business Communication	2 credits
BU329	Critical Thinking & Problem Solving	2 credits
BU272	Financial Management for Social Entrepreneurs	3 credits
BU334	Social Entrepreneurship	3 credits
BU362	Ethics in Business	3 credits
BU372	Non-profit Development & Fund-raising	3 credits
BU425	Non-Profit Management & Leadership	3 credits
BU498	Practicum	3 credits

Economics (21 credits)

BU102	Strategies for Success	2 credits
BU103	Economics	3 credits
BU140	Business Communication	2 credits
BU200	Macroeconomics	3 credits
BU201	Microeconomics	3 credits
BU329	Critical Thinking & Problem Solving	2 credits
BU362	Ethics in Business	3 credits

BU402	International Economics & Finance	3 credits
Capitalism (20 credits)		
BU102	Strategies for Success	2 credits
BU103	Economics	3 credits
BU341	Free Enterprise and Capitalism	3 credits
BU343	Capitalism throughout the World (Past & Present)	3 credits
BU347	Economic Ethics	3 credits
BU441	Capitalism and the American Way	3 credits
BU447	Christianity and Economics	3 credits
Real Estate (20 credits)		
BU102	Strategies for Success	2 credits
BU140	Business Communication	2 credits
BU286	Teamwork	2 credits
BU329	Critical Thinking & Problem Solving	2 credits
BU362	Ethics in Business	3 credits
RE320	Real Estate Investment/Finance	3 credits
RE325	Real Estate Principles	3 credits
RE329	Real Estate Appraisal	3 credits
General Business (20 credits)		
BU102	Strategies for Success	2 credits
BU103	Economics	3 credits
BU140	Business Communication	2 credits
BU190	Personal Finance	3 credits
BU209	Financial Accounting	3 credits
BU286	Teamwork	2 credits
BU329	Critical Thinking & Problem Solving	2 credits
BU362	Ethics in Business	3 credits
Business for the Liberal Arts (23 credits)		
BU103	Economics	3 credits
BU190	Personal Finance	3 credits
BU209	Financial Accounting	3 credits
BU225	E-commerce	3 credits
BU326	Marketing	3 credits
BU329	Critical Thinking & Problem Solving	2 credits
BU331	Entrepreneurship	3 credits
MA240	Elementary Statistics	3 credits

Business Course Descriptions:

BU102 Strategies for Success: Intro to the Workplace 2 credits

An introduction of foundational business concepts along with a study of successful academic, professional, and life strategies. (Fall)

BU103 Economics 3 credits

Survey of foundational economic theory focusing on introductory microeconomic and macroeconomic concepts. Focus will be put on the application of the theory to business situations. (Fall, Spring)

BU140 Business Communication 2 credits

Study and practice of professional communication situations. Students will practice and analyze common business etiquette scenarios, as well as oral communication skills needed in the workplace. (Fall)

BU190 Personal Finance 3 credits

Looks at the principles and practices involved in successful personal finance, and how to organize and manage one's finances. It takes an in-depth look at consumer spending vs. investing decisions, developing budgets, estate planning, and typical consumer problems. (Fall)

BU200 Macroeconomics 3 credits

A macroeconomic view and analysis of the economic environment – how markets organize economic behavior with an emphasis on the dynamics of national income and monetary and fiscal policy. (Fall, odd)

BU201 Microeconomics 3 credits

A microeconomic analysis with an emphasis on the theory of organizational and consumer behavior and the role of government in the economy. Among topics addressed are: resource allocation, output determination, production theory, and income distribution. (Spring)

odd)

BU209 Financial Accounting 3 credits

A study of financial accounting including: balance sheet, income statement, principles of double entry accounting, year-end closing process, depreciation methods, together with the analysis and interpretation of financial statements. (Fall)

BU210 Managerial Accounting 3 credits

Managerial accounting provides useful financial data for management decisions and has a variety of applications. Some of these are: planning, controlling, and product/service costing. Prerequisite: BU209. (Spring)

BU225 E-commerce 3 credits

This course focuses on the linkage between organizational strategy and network information technologies to implement a rich variety of business models in the national and global contexts connecting individuals, businesses, governments, and other organizations to each other. The course provides an introduction to e-business strategy and the development and architecture of e-business solutions and their components. Prerequisite:CS110. (Interterm)

BU239/339/439 Special Topic 1-3 credits

For business related topics not offered in the curriculum. Prerequisite: permission of Department Chair.

BU240 Business Law 3 credits

Begins with a survey of the basic institutions and general principles of law and then moves on to topics such as agency contracts, sales, and secured transactions as governed by the UCC, litigation, the judicial process, dispute resolution, and preventative law. (Fall)

BU256 Business Writing 2 credits

Analysis and practice of the various forms of written business communications. Writing intensive. (Spring)

BU272 Financial Management for Social Entrepreneurs 3 credits

Study and practice of fundamental financial concepts pertaining to social entrepreneurship. (Fall, odd)

BU286 Teamwork 2 credits

Study and application of teamwork concepts and practices with focus on the application of the concepts to workplace situations. (Spring)

BU302 Business Computing 3 credits

Students will study and practice advanced computing techniques using software common to the workplace. Most of this course will be online. (Interterm)

BU326 Marketing 3 credits

Studies the four classic functions of the marketing mix process and their application – including an analysis of the marketing mix, target market, segmentation, market research, product/service development, packaging, pricing, advertising, media and promotion. (Spring)

BU329 Critical Thinking and Problem Solving 2 credits

Students will learn the skills needed to critically analyze situations and address scenarios requiring problem solving skills. Writing Intensive. (Spring)

BU331 Entrepreneurship 3 credits

An introduction to the essential knowledge and skills of entrepreneurship, while focusing on the planning, management, marketing, financing, and operating entrepreneurial enterprises. Writing Intensive. (Fall)

BU334 Social Entrepreneurship 3 credits

Focuses on the role social entrepreneurs play in contemporary society, economy and community as change agents while exercising accountability. Particular attention is given to mission as it relates to continuous innovation, adaptation, and learning. (Spring, even)

BU338 Management Leadership 3 credits

Study and analysis of management and leadership techniques. Christian concepts will be integrated throughout the course. (Spring)

BU341 Free Enterprise and Capitalism 3 credits

This course introduces the concepts of capitalism and the free enterprise system. It explores the merits of a free society, intellectual freedom, economic freedom, the capitalistic economic structure, and the role of governments in economic systems. (Fall, odd)

BU343 Capitalism throughout the World (Past & Present) 3 credits

The course explores the historic development and implementation of capitalism throughout the world. Students are exposed to different models of capitalism, and explore the merits of each. The impact of globalization on capitalism is also explored. (Fall, even)

BU347 Economic Ethics 3 credits

This course explores the interrelationship between economics and ethics. Areas of focus include egoism, economic systems, governmental control, and the study of capitalism as a moral science. (Spring, odd)

BU350 Practicum (Marketing) 3 credits

Students will design and present a complete marketing plan for a prospective new business. (Fall, even)

- BU351 Practicum (HR/Business Law) 3 credits**
Students will analyze a prospective new business from an HR/law perspective, and provide implementation and action plans based on the analysis. (Spring, even)
- BU352 Practicum (Information Technology) 3 credits**
Students will design and present a comprehensive IT plan for a prospective new business. (Spring, odd)
- BU356 International Business 3 credits**
Explores the global marketplace and how international and multinational business is conducted. It approaches the subject from an environmental perspective by studying the extrinsic uncontrollable forces (competitive, distributive, economic, socioeconomic, financial, legal, physical, political, sociocultural, and labor), and how they affect domestic, foreign, and global business practices. (Spring, even)
- BU362 Ethics in Business 3 credits**
Application of ethical concepts to business situations. Foundational Christian concepts and beliefs will be incorporated into the business situations as well. (Fall)
- BU365 Organizational Behavior 3 credits**
Examines the complex interaction between all parties in an organization (Spring)
- BU366 Organizational Change 3 credits**
Analysis and application of change concepts focusing on transition and transformation within organizations. (Fall)
- BU367 Organizational Leadership 3 credits**
Study of the application of leadership techniques with focus on motivation, problem solving, conflict resolution, and teamwork.
- BU372 Non-profit Development and Fundraising 3 credits**
Analysis and study of concepts related to the financial advancement and development of non-profit organizations. (Spring, odd)
- BU395 Independent Study 1-3 credits**
Provides an opportunity to conduct an in-depth research in a business area of interest. Before embarking on this undertaking, a formal proposal needs to be submitted to the Dept. of Business and approved by the independent study overseer/mentor and department chair. Upon completing the independent study, a formal presentation as well as a comprehensive paper in MLA, APA, Turabian, or agreed upon style will be required. Prerequisite: junior or senior Business Administration standing and Department Chair approval.
- BU402 International Economics and Finance 3 credits**
Examines international trade, finance, and economic integration as it relates to international trade theory, banking, foreign exchange, as well as import-export and balance of trade.
- BU410 Practicum (Project Feasibility) 3 credits**
Students will conduct and present a feasibility analysis of a prospective new business. (Fall, even)
- BU417 Finance 3 credits**
Study and practice of fundamental financial concepts including investment, portfolio management, financial institutions, and the role of finance in decision making processes. (Spring)
- BU420 Advanced Marketing 3 credits**
Application of the principles from the Marketing course into a marketing plan. Students will also assess and analyze marketing situations from multiple perspectives. Prerequisite: BU326 (Fall, even)
- BU421 Human Resource Management 3 credits**
Looks at the role that HR plays in organizations – including staffing, training and development, benefits selection, motivation, and creating a productive work environment. Labor relations together with labor law and related issues are also discussed.
- BU422 Operations Management 3 credits**
A journey into the world of operations management and problem-solving while learning about the relevance and application of quality management tools. Focuses on the ongoing developments of analytical and strategic thinking. Prerequisite: MA240. (Spring)
- BU425 Non-Profit Management and Leadership 3 credits**
Financial management is treated as an act of stewardship where everyone in the organization is responsible for the way resources and funds are used. Appropriate ways to carry out these tasks coupled to reporting and how to bring about organizational growth is addressed. (Fall, even)
- BU427 Advertising and Promotion 3 credits**
Explores the creative and strategic thinking, methods and applications involved in advertising media (TV, radio, print, internet, and consumer promotions), and the development of effective and efficient advertising media and promotion plans.
- BU428 Sales and Customer Service 3 credits**
A practical course that looks into the theory and art (application) of professional sales and sales management, as well as why effective and

efficient customer service practices are critical. (Fall, even)

BU430 Practicum (Business Plan) 3 credits

Students will compose and present a comprehensive business plan for a prospective new business. (Fall, odd)

BU431 Entrepreneurship II 3 credits

Application of principles studied in Entrepreneurship I into a business plan and feasibility study. Prerequisite: BU331. (Spring, even)

BU435 Practicum (Operations) 3 credits

Students will design and present a comprehensive operational design and implementation plan for a prospective new business. (Fall, odd)

BU441 Capitalism and the American Way 3 credits

This course explores the role of capitalism in the formation, history, and development of the United States. Specific topics covered include property and contract rights, government policy, banking, division of labor, competition, and monetary policy. (Spring, even)

BU447 Christianity and Economics 3 credits

This course explores the relationship between Christian and economic principles including the role of government, debt, property rights, taxes, and distribution of funds. Specific attention is paid to the Biblical basis of various economic systems. (Spring, odd)

BU492 Business Internship - Seminar 1 credit

This course may be taken in the semester before or concurrently with Business Internship BU393. It is intended to prepare students for a successful work experience. In addition, students will learn interviewing, resume writing, and job search skills. Prerequisite: Junior or Senior standing and permission of the Department Chair.

BU493 Business Internship- Work Experience 1-3 credits

This course allows students to gain professional work experience in an area of business administration. The internship experience must create a new learning environment for the student—preferably in an area in which they intend to seek employment upon graduation. A formal internship proposal form (available in the Dept. of Business) needs to be filled out and submitted/approved by the Dept. of Business before embarking on the internship. The Pass/Fail grade will be determined by the supervising professor on the basis of one or more of the following: a journal, a portfolio, written and oral reports, and employer evaluation. Prerequisites: recommendation of department faculty and prior approval of sponsoring organization.

BU497 Business Plan 3 credits

The entrepreneurship concentration ends with preparing a business plan. All the courses in the module are required to develop this strategic tool. This undertaking will be instrumental in learning and experiencing what is involved in preparing a business plan as well as starting and maintaining a business.

BU498 Social Entrepreneurship Practicum 3 credits

This experience takes place in a non-profit social service organization. Depending on the experience hours accumulated (50 hours = 1 cr), this course may be repeated with different social service organizations to gain a wider breadth of knowledge. Journalizing the experience and ultimately writing a definitive paper that analyzes and describes how social entrepreneurship knowledge and skills are applied to accomplish organization's mission is required. The student, the internship organization, and professor will prepare a contract that outlines the goals and responsibilities of the internship. Prerequisite: Have completed/nearly completed the Social Entrepreneurship concentration and approval of the course professor of record. (Spring, odd)

BU499 Business Policy 3 credits

Marks the culmination of the Business Administration program. It presents business administration majors the opportunity to integrate the knowledge gained from the business and interdisciplinary liberal arts curriculum as pieces of a puzzle that come together to provide a gestalt business experience. Students grouped into cross-functional consultant teams implement knowledge and strategic management to analyze, troubleshoot, and make organizational recommendations. Prerequisites: senior standing or permission of Department Chair. Writing Intensive.(Spring)

RE320 Real Estate Investment/Finance 3 credits

Study and application of leadership techniques with focus on motivation, problem solving, conflict resolution, and teamwork. (Interterm, even)

RE325 Real Estate Principles 3 credits

Introduction to foundational real estate concepts. Students will be exposed to basic real estate concepts and practices. (Spring, even)

RE329 Real Estate Appraisal 3 credits

Introduces property valuation concepts with focus put upon common terminology, methods, and procedures. (Fall, odd)

RE350 Real Estate Practicum I (Fall, even) 3 credits

RE355 Real Estate Practicum II (Spring, even) 3 credits

RE360 Real Estate Practicum III (Fall, odd) 3 credits

RE365 Real Estate Practicum IV (Spring, odd)

3 credits

Application of real estate course materials into an actual professional real estate project. Students will receive course credit for participation and contribution to the project. Students will be assessed using progress reports and an end of course summary paper. Students may take up to four (4) real estate practicum's if deemed appropriate by the department chair.

RE420 Real Estate Development

3 credits

Examination of real estate development practices and procedures with focus on planning, design, feasibility, finance, and construction.
(Spring, odd)