

Bachelor of Arts in Business

Freshman Lead Fall	Foundations of Christianity (REL) – Survey Old and New Testament teaching, including the establishment of Christian faith and traditions.	Philosophical Roots of Western Civilization (PHIL) – Examine historical and contemporary Western thinkers, including logic, morals and ethics.	Business Writing and Communication (FWS) – Develop skills to effectively write and communicate in a business setting.	Organizational Psychology (PSYC) – Explore psychological principles as they apply to organizations and work.
Spring	Spiritual Formation – Survey of theology, scriptural doctrines, and application of spiritual principles in everyday situations.	US History and Modern America (HIST) – Explore selected historical and current events in the United States since 1865.	Humanities Seminar (FHS) – Interdisciplinary examination of common questions involving culture and society.	Business Math (MATH) – Applications of college algebra, including how to model, analyze and interpret data.
Sophomore Summer	Business Ethics (M) – Survey applied ethics that address the moral features of commercial activity. Case studies in business ethics are discussed.	American Government and Politics (GOV) – Overview of US Constitution, government and political system including current political concerns.	Scientific Principles and Practice (PHYS) – Examine scientific ideas that changed the world. Interdisciplinary course with lab.	Principles of Economic Analysis (ECON) – Survey economic activity in terms of specialization, exchange and competition.
Fall	Business Law (M) – Examine selected laws and cases covering patents, employment, and common business concerns.	Financial Accounting and Reporting (M) – Learn accounting principles, and how to analyze the health of an enterprise using financial data.	Marketing Principles and Practice (M) – Learn marketing principles in developing product, placement, price and place.	Project Management Principles and Practice (M) – Develop a disciplined approach to manage and improve projects.
Junior Spring	Operations and Production Management (M) – Learn best practices to manage plant operations including personnel.	Managerial Finance (M) – Covers analysis of financial statements, and managerial decision-making in relation to financial concerns.	Product Design and Development – Learn to create and innovate products and services to meet customer needs	Leading and Managing Teams – Learn how to build cross-functional teams, identify stakeholder needs, and delegate responsibilities.
Summer	Human Resources Management (M) – Examine recruitment, selection, performance management, and personnel functions.	Research Methods (M) – Develop skills to write proposals, engage in research and work collaborative in a mentee-mentor relationship.	Marketing Research – Learn how to identify and apply marketing research to programs, projects and plans.	Entrepreneurship and Business Development – Explore how entrepreneurs convert product and services into a business enterprise.
Senior Fall	Leadership – Examine leadership traits and leader/follower dynamics. Identify ways to create organizational mission, vision and values.	Launch Pad Project I (M) – Prepare research including market analysis needed to launch a new or improved product or service.	Internet and Social Media Marketing – Develop marketing strategies for Internet and social media.	Business Plan Development – Learn how to structure and deliver a business plan to investors and other stakeholders.
Spring	Personal Finance – Personal financial planning principles including budgeting, cash flow management, insurance, investing and estate planning.	Launch Pad Project II – Apply research to develop a business case to launch a new product or service.	Business Analytics – Apply analysis to improve management decision-making and results.	Strategic Situational Leadership – Learn how to apply strategic and tactical best practices to lead people, projects and processes.

Courses listed in parentheses (e.g. REL) fulfill general elective credit. All other courses fulfill major or elective credit.

