Department of Business

The Department of Business defines business as purposefully bringing together and effectively utilizing people, financial, and other resources to accomplish a mission with excellence. The mission may be either for-profit or nonprofit. Business success requires professionals in accounting, computer information systems, finance, human resources, marketing, and management. The mission of the department is to develop people with the skills and abilities to examine complex business situations with a Christian worldview and to act with integrity and character as they serve with excellence in the global marketplace.

Our vision is to be recognized as a premier, faith-based, school of business using great programs to develop great minds in great people who are driven by excellence and inspired by faith to impact the world. The business department has obtained Accreditation Council of Business Schools and Programs (ACBSP) accreditation after demonstrating the quality of its programs.

Our business programs are personal and practical. Highly qualified instructors become personal advisors to help students recognize career choices and guide them through their course work. Many of the professors have “real world” experience in the areas they teach. Students have opportunities to participate in on campus career fair, visit companies, participate in real projects, gain practical experience, and develop team skills through classroom activities and projects, internships, and participation in student-led organizations such as Phi Beta Lambda (PBL). Students also can participate in our Student Investment Group which makes the financial decisions for an investment portfolio of more than $620,000.

Best of all, we encourage a Christian worldview of business. We have been doing it this way since the opening of the University in 1955. Our graduates have the values, integrity and character that are highly desired by successful organizations. Our business alumni have distinguished themselves as leaders in all areas of business as well as in their communities and churches.

Objectives of the Business Department

1. Develop an awareness of the values, goals, and broad basic issues associated with being successful and fulfilled in business through course work, student advising, seminars, student organizations and activities, internships, mentoring programs, alumni involvement, and other means.

2. Enable students in all disciplines to enhance their personal and vocational success by providing the opportunity to learn about business and personal finance.

3. Provide students with a relevant core curriculum of general business subjects along with opportunities for concentrated study in specialized areas that lead to successful business careers.
in areas where God has given interest and talent.

4. Train men and women to think effectively and ethically, to form sound business judgments, to develop an understanding of the interrelationships of the various functions of business and society, and to exercise increasing responsibility for society through vocational leadership and service to the community and church.

5. Encourage Christian character and the application of Christian principles to personal, business, social, and ministry activities.

Business Degrees and Fields of Study. For traditional students, the Department of Business offers a Bachelor of Business Administration (B.B.A.) degree with comprehensive majors in accounting, business education, business management, computer information systems, finance, marketing, and nonprofit business & social enterprise. The Department also offers an Associate of Arts in Business Administration degree. Concentrations in accounting, business management, marketing, and nonprofit business & social enterprise enable students with another major or concentration to also develop a strong focus in business. Minors in accounting, business data analytics, business management, finance, human resource management, marketing, international business, and nonprofit business & social enterprise provide opportunities for business and non-business majors to complement their majors with knowledge in a specific business area.

Working adults seeking a business degree can enroll in the accelerated Bachelor of Science in Management program which is offered as both a seated and online program. See the Adult Education section of this catalog for program information.

Accelerated Master’s Programs. A consortium agreement with Missouri State University (MSU), located in Springfield, enables Evangel business majors to pursue a master’s degree in Accountancy, Business Administration, or Health Administration concurrent with undergraduate work at Evangel. Students may enroll in up to 9 credit hours in the MSU master’s program and apply those credits to fulfill requirements or electives for their Evangel University undergraduate major. Financial aid and billing for courses at MSU are managed as if the courses were taken at Evangel.

To enhance their education, business majors are encouraged to:

- Be involved in the Department of Business co-curricular activities including Enactus, PBL, and Student Investment Group (SIG) to help develop team-oriented applications of business knowledge through participation in special projects, business study tours, teaching, and service activities.

- Seek leadership positions within the department organizations and campus organizations and activities such as the Student Government Association, Activities Board, CrossWalk, residence halls, and sports teams to gain leadership experience and demonstrate the value of business knowledge in organizing and leading activities.

- Plan a summer or semester internship in one’s vocational interest before the senior year to help explore God’s vocational calling and to enhance job opportunities after graduation.

- Participate in at least one cross-cultural experience to strengthen a
personal commitment to think globally and find fulfillment in service to others with different cultural perspectives.

- Complete 40 hours of voluntary service to the community and church each year of enrollment to broaden one's understanding of social responsibility.

**Scholarships.** Students entering their sophomore, junior and senior years with a cumulative grade point average of 3.0 or higher are eligible to apply for Department of Business scholarships and a variety of endowed and private scholarships. Business alumni and friends have generously committed to provide over $1.8 million in endowed funds to provide business scholarships and support for business faculty and program development.

**Study Abroad.** Business majors may elect to take business courses while spending a semester or summer abroad through programs approved by Evangel University. Several opportunities are offered through the Council for Christian Colleges and Universities.

**Business Foundation Requirements**

The following Business Foundation courses are required of all majors in the Department of Business except Business Education. In addition to these courses, students are required to take Statistics and Personal Finance as part of the general education curriculum. The Principles of Macroeconomics course also fulfills the general education requirement for a Behavioral or Social Science elective.

- ECON 212 Principles of Macroeconomics
- ECON 213 Principles of Microeconomics
- MGMT 235 Organizational Design & Management
- ACCT 231 Financial Accounting
- ACCT 232 Managerial Accounting
- ACCT 239 Spreadsheet Applications
- MRKT 239 Principles of Marketing
- MGMT 331 Business Law
- BSAN 250 Introduction to Data Analytics
- BUED 275 Business Communications
- MRKT 347 International Business
- FIN 363 Principles of Finance
- MGMT 446 Strategic Management
- BUSN 496 Senior Seminar

Students who have taken high school courses, seminars, or independent study related to ACCT 231, ECON 212, ECON 213, MGMT 235, MGMT 331, and MRKT 239 may choose to meet the requirements for these courses through College Level Examination Program (CLEP) exams.

Students who transfer upper-level skill courses from other colleges or universities may be required to take proficiency exams.

**Business Foundation Learning Outcomes**

1. Demonstrate the knowledge of current practices, theories, and methods in all major business disciplines including accounting, economics, finance, marketing, management, and information systems. (Theories, Methods and Practices)
2. Demonstrate effective oral and written communication skills. (Communication Skills)
3. Demonstrate the critical thinking and problems-solving skills in business situations. (Critical Thinking and Problem Solving)
4. Use analytic and quantitative techniques to understand data, make sound inferences, and make data-driven decisions. (Analytics and Quantitative Skills)
5. Demonstrate a thorough working knowledge of business legal and ethical principles to make sound business decisions
in the current environment. (Legal and Ethical Knowledge)
6. Apply the knowledge of business functions in global and diverse environments (Global Business)

Accounting

An Accounting major prepares the student for professional service in either public or private accounting or for graduate study. A student planning a career in public, private, or not-for-profit accounting is encouraged to prepare for the examination leading to becoming a Certified Public Accountant (CPA) or Certified Management Accountant (CMA) and to investigate the requirements for issuance of the certificates in the state of one's choice.

Accounting Program Learning Outcomes. In addition to the Core Business Program Outcomes, the following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed:

1. Explain core accounting concepts and demonstrate technical competence through the application of Generally Accepted Accounting Principles.
2. Discuss ethical issues facing the accounting profession and incorporate an ethical perspective in the accounting environment.
3. Make use of efficient and effective professional communication.
4. Prepare tax returns and documents based on an accurate understanding of tax laws.
5. Discuss auditing theory, procedures and risk analysis.
6. Demonstrate readiness to work in the field of accounting and meet the accounting-specific educational requirements needed to take the CPA exam.

In addition to the Business Foundation requirements, the Accounting major requires the following courses:

ACCT 233 Accounting Software
ACCT 331 Intermediate Accounting I
ACCT 332 Intermediate Accounting 2
ACCT 336 Cost Accounting
ACCT 314 Management Information Systems
ACCT 439 Advanced Accounting
ACCT 435 Business Ethics
ACCT 442 Auditing
ACCT 443 Accounting for Governmental Organizations
ACCT 444 Federal Income Tax Accounting I
ACCT 445 Federal Income Tax Accounting 2
MGMT 341 Supply Chain Management

Students must complete 150 credit hours to take the Certified Public Accounting (CPA) exam. The additional hours can be completed using CLEP exams, taking additional undergraduate courses, or completing a master’s program such as the one available through Missouri State University.

An Accounting concentration requires 35 credits consisting of the following courses selected from the Business Foundation and Accounting requirements: ACCT 231, 232, 331, 332, 336, 442, 439 or 443, and 444, ECON 212 Macroeconomics, and MGMT 331 Business Law I, and 446 Strategic Management.

An Accounting minor consists of 20 credits that include ACCT 231, 232, 331, 332, 336, and 444.
Business Education

A Business Education major prepares a student for teaching business in public and private schools or vocational training environments.

The general education requirements for a Business Education major include a biological science course and a physical science course, one of which must include a lab (4 credits). Business Education majors must also elect either PSYC 235 Adolescent Psychology or PSYC 237 Lifespan Human Growth & Development to fulfill their general education requirements.

Program Learning Outcomes. The following program learning outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed:

1. Demonstrate professionalism and ethical standards related to appropriate personal and professional interactions and decision making in the classroom and workplace.
2. Explain core principles of business subjects including accounting, finance, business communication, business and personal law, economics and personal finance, information systems, keyboarding, marketing and management.
3. Explain the philosophy, mission and objectives of career education business education, including occupational preparation, responsibility to the business community, and responsibility to society, personal-use skills, economic literacy, training and retraining.
4. Summarize the role and process of counseling in business education, including orientation, career awareness, career exploration, assessment, preparation, employment information and trends.
5. Develop and evaluate career student performance objectives in the cognitive, psychomotor and affective domains.
6. Explain the philosophy and goals of career and technical student organizations (FBLA/PBL).

In addition to the general education requirements, business education majors must complete 34 credit hours of professional education courses:

EDUC 219 Foundations of Education
EDUC 220 Practicum in Foundation
EDUC 222 Curriculum and Instruction Secondary
EDUC 235 Educational Technology
EDUC 352 Teaching Reading in Content
EDUC 397 Midlevel practicum
EDUC 417 Educational Psychology
EDUC 427 Seminar in Student Teaching
EDUC 434 Tests and Measurements
EDUC 437 Student Teaching
EDUC 476 Teaching Strategies in Classroom Management
EDUC 497 Practicum in Specialization Methods

Business Education requires:

BUED 111 Keyboarding (proficiency)
BUED 112 Word Processing (proficiency)
MGMT 314 Management Information Systems
COMD 355 Web Design I
BUED 336 Methods of Teaching Business Education
BUED 401 Vocational Business Education
BUED 111 and BUED 112 requirements may be met by taking a department approved proficiency exam that includes demonstration of proficiency in “touch” typing. In addition to meeting the academic
requirements, Business Education majors must document completion of one (1) year or two thousand (2,000) hours of approved occupational experience or appropriate internship. The approval is determined by the nature of employment in a business occupation.

To obtain a teaching certification Business Education majors must have 3.0 GPA in both content and professional education. In addition, passing scores must be earned on all sections of the MoGEA test.

To receive a Middle School Certification, Business Education majors need to add BUED 353, 354 and EDUC 223.

Business Management

A Management major provides an excellent foundation for a career in a variety of management fields and for graduate study. Management focuses on developing systems and skills for planning, organizing, staffing, leading, and evaluating organizational performance. This program emphasizes knowledge that contributes to analytical capacity, judgment, breadth, and flexibility of mind; the ability to accept responsibility and to make decisions; skills in interpersonal relations, communication, information management, and project management; and the ability to cope with technological innovations, social problems, economic barriers, and rapidly changing political and international situations. Students are involved with case studies for problem solving and with guest lectures and on-site visits to businesses that bring practicality and experience into the classroom.

Business Management Program Learning Outcomes. In addition to the Core Business Program Outcomes, the following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed:

1. Explain historical and contemporary theories of management and formulate a personal perspective on managerial leadership.
2. Explain and compare the four functions of management (planning, organizing, leading, controlling)
3. Compare and contrast management roles and responsibilities within entrepreneurial, service, operational and nonprofit organizations.
4. Formulate a business strategy and policy.
5. Analyze and explain the legal and regulatory environment of business.
6. Explain the history of and defend total quality management principles and tools.

In addition to Business Foundation requirements, a Business Management major must complete the following courses:

MGMT 314 Management Information Systems
MGMT 341 Supply Chain Management
MGMT 343 Human Resource Management
MGMT 349 Human Behavior in Organizations
MGMT 440 Organizational Leadership

Electives (3) from the following:
MGMT 434 Workforce Selection and Development
MGMT 435 Business Ethics
BUSN 498 Management Internship

Electives (12) from ACCT, ECON, FIN, MGMT, MRKT, LEAD, COMM, CPSC, RESM or other department approved courses.
A **Business Management concentration** requires 36 credits consisting of the following courses selected from the Business Foundation and Management requirements: ACCT 231 and 232, ECON 212, FIN 363, MGMT 235, 331, 341, 343, 349, and 446, MRKT 239 and three department approved business credits.

A **Management minor** consists of 21 credits of ACCT 231; ECON 212; MGMT 235, 331, and 349; MRKT 239, and 3 credits of electives form MGMT 341, 343, or 434.

**Finance**

A Finance major prepares graduates for positions in financial services and managerial finance. The financial services path concerns the design and delivery of advice and financial products to individuals, businesses, and governments. Examples of financial services include banking, personal financial planning, real estate, insurance, and consulting. It is best that a student desiring to major or minor in finance make the decision before the junior year.

In addition to the Core Business Program Outcomes, the following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed:

**Finance Program Learning Outcomes**

1. Apply best practices in financial management to make plans, organize projects, monitor outcomes and provide financial leadership.

2. Observe and interpret financial markets to uncover potential opportunities and construct financial portfolios.

3. Apply the concept of time value of money to:
   - make basic capital investment decisions
   - analyze and value securities, including debt and equity instruments
   - analyze the relationship between risk and expected return generally and for specific security classes

4. Explain major domestic and global financial institutions and the role of those institutions in the global economy and financial markets.

5. Apply the Standards of Practice and Codes of Conduct of Financial Practitioners (CFA, CFP, etc.) to address ethical challenges within the business environment.

In addition to Business Foundation requirements, a **Finance major** will complete the following courses:

MGMT 314 Management Information Systems
Fin 351 Real Estate
Fin 442 General Insurance
FIN 452 International Finance
FIN 457 Investments
FIN 299/499 Investment Group
FIN 463 Advanced Finance
FIN 458 Strategic Investing
FIN Electives from:
BUSN 498 Finance Internship
ACCT 444 Federal Income Tax
MGMT 341 Supply Chain Management
MRKT 332 Consumer Behavior

A **Finance minor** requires 18 hours including ACCT 231, ECON 212, FIN 363, 452, 457 and 3 credits of electives form FIN 351, 442, 458 or 463.
A **Human Resource Management minor** prepares the graduates for positions in the areas of procurement, development, and retention of human resources. Management majors can use the minor to fulfill the elective requirements of the major. Psychology majors may elect the minor to pursue a vocational interest or graduate degree in Organizational Psychology. A Human Resource Management minor requires the following courses:

MGMT 235 Organizational Design & Management  
MGMT 343 Human Resources Management  
MGMT 349 Human Behavior in Organizations  
MGMT 434 Workforce Selection & Development  
Electives (6) from the following:  
MGMT 498 Human Resources Internship  
MGMT 440 Organizational Leadership  
LEAD 250 Personal Leadership  
LEAD 350 Community Leadership  

Students interested in pursuing business careers involving international trade and relations are encouraged to consider the 22-credit **International Business minor**. Many of the courses are cross-listed and described in other sections of the Business program or as part of Intercultural Studies (ICST) and Social Science (GOVT, ANTH). Courses required for this minor include:

ICST 310 Intercultural Communication  
ECON 212 Macroeconomics  
MRKT 347 International Business  
BUSN 494 International Business Experience\(^1\)

GOVT 349 International Law  
ANTH Elective  
Foreign Language (or proficiency\(^2\))  
FIN 452 International Finance

**Marketing**

The Marketing major is designed to meet current and future needs of organizations and marketing agencies by developing superior entry-level marketing professionals. Graduates of this program are equipped with a rigorous set of managerial, financial, research, and marketing abilities appropriate for today’s technological environment. Options available for these majors include careers in advertising, sales, public relations, marketing research, product development, marketing management, and retail management.

The marketing program emphasizes the most important line functions of a firm—the major areas between the company and the all-important customer. Marketing majors acquire a strong set of general management knowledge and capabilities, problem-solving and decision-making abilities, interpersonal and communication skills, and a foundation in quantitative methods.

In addition to the Core Business Program Outcomes, the following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed:

**Marketing Program Learning Outcomes**

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\(^1\) Experience must be associated with international travel experience (Global Connections, study abroad, internship, etc.)  
\(^2\) Credits not required if proficiency approved by the department which may be demonstrated by successful completion of high school language courses, commercial language programs, or extensive exposure to foreign language environments.
1. Demonstrate knowledge of principles and concepts of marketing.
2. Evaluate and explain the effects of globalization on the business environment.
3. Utilize business concepts, methods, procedures, and management information systems.
4. Assess the legal, economic, and social aspects of a marketing decision.
5. Recognize and evaluate ethical issues in business.

In addition to the Business Foundation requirements, a Marketing major must complete the following courses:

MRKT 332 Consumer Behavior
MRKT 341 Promotions Management
MRKT 441 Marketing Research
MRKT 446 Marketing Management
MRKT 389 Digital Marketing
Electives (6) from MRKT, MGMT, LEAD, CPSC, ART or other department approved courses.
Electives (9) from:
BUSN 498 Marketing Internship
MRKT 333 Advertising
MRKT 345 Desktop Publishing
MRKT 331 Entrepreneurship
MRKT 342 Sales Management
MRKT 352 Public Relations

A Marketing concentration requires 36 credits consisting of the following courses selected from the Business Foundation and Marketing requirements: ACCT 231, ECON 212, MGMT 331, MGMT 446, MRKT 239, 332, 341, 342, 347, either 441 or 446, and six credit hours of MRKT electives.

A Marketing minor consists of 21 credit hours from marketing and must include ECON 212, MRKT 239, 332, 341, 347 and six credits from any MRKT prefix courses.

Nonprofit Business & Social Enterprise

A Nonprofit Business & Social Enterprise major is designed for students who have a head for business and a heart for service. The program merges business foundation and core management courses with courses that recognize the distinctive nature of nonprofit organizations. Students completing this program will be able to apply business concepts and principles to improve the effectiveness of nonprofit organizations and social enterprise initiatives such as in churches, parochurch ministries, global and regional humanitarian organizations, missions organizations, health care providers, social service, and advocacy groups.

In addition to the Core Business Program Outcomes, the following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed:

Nonprofit Business & Social Enterprise Program Learning Outcomes. Graduates of the Nonprofit Business and Social Enterprise program will have the skills to:

1. Explain the unique legal and regulatory environment bearing upon the accounting, reporting, and management practices of nonprofit organizations.
2. Identify, analyze and apply various revenue generating strategies for the nonprofit organization including grant writing, fundraising and philanthropic efforts to support long-term fiscal sustainability
3. Inventory the distinctive organizational, operational and financial aspects of a
nonprofit organization, particularly as they relate to the implementation of day-to-day and long-term management strategies.

4. Demonstrate leadership practices and strategies to maximize the functionality of boards and volunteers in nonprofit organizations.

5. Apply effective community and public relations skills to foster positive relations among stakeholders and community members.

In addition to Business Foundation requirements, a **Nonprofit Business & Social Enterprise major** will complete the following courses:

- NBUS 238 Philanthropy: Theory/Practice
- NBUS 233 Nonprofit Financial Management
- MGMT 349 Human Behavior in Organizations
- NBUS 333 Nonprofit Governance/Law
- BUSN 498 Internship (Nonprofit)

In addition to the above, students will choose a management or promotion/social enterprise emphasis:

**A Management Emphasis** requires the following courses:
- MGMT 343 Human Resource Management
- NBUS 353 Volunteer Resource Management
- MGMT 440 Organizational Leadership

Electives (9) MGMT, ICST, SWK, ANTH

**A Promotion/Social Emphasis** requires the following courses:

- NBUS 311 Nonprofit Marketing & Promotions
- NBUS 323 Introduction to Social Enterprise
- MRKT 352/452 Public Relations I or 2

Electives (9) MRKT, ICST, SWK, ANTH, COMM

Students may also meet the additional 18 elective credits by completing a minor in social work, criminal justice, intercultural studies, international studies, Biblical studies, broadcasting, digital arts, electronic media, film, journalism, photography, TESOL/TEFL, leadership, music business/technology, recreation, or other areas with the objective of enabling a student to combine their interest in managing or promoting a nonprofit organization with emphasis on a particular vocational area.

The **Nonprofit Business & Social Enterprise concentration** requires 36 credits consisting of the following courses selected from the Business Foundation and Nonprofit Business & Social Enterprise requirements: ACCT 231; ECON 212; FIN 363; MGMT 230, 331, and 446; and MRKT 239. An additional 6 credits must be chosen from NBUS 323, 311, or 353 and an additional 3 credits from MGMT 343, 349, or MRKT 352 or 452. Students wishing to have a promotion social/enterprise emphasis are encouraged to select NBUS 323, NBUS 311, and MRKT 352/452.

The **Nonprofit Business & Social Enterprise minor** will help students whose major interest is outside the business to function more effectively in the nonprofit organizations where their vocational interests may lead. The minor requires 19 credits including ECON 212, MGMT 235, MRKT 239, NBUS 233, 333, 238, and 3 hours of electives from NBUS 353, 311, or 323.

**Computer Information Systems**

The Computer Information Systems (CIS) program prepares students to enter a career
as an Information Systems (IS) professional. IS professionals work with information technology and must have a sound knowledge of computers, communications, and software. Because they operate within organizations and with organizational systems, they must also understand the concepts and processes for achieving organizational goals with information technology. The CIS degree program, therefore, covers information technology, information systems management, information systems development and implementation, organizational functions, and concepts/processes of organizational management. Although several courses are common to both the Computer Science (CPSC) and CIS programs, the CIS program provides the background to allow graduates to use their technical knowledge and abilities within the framework of a business environment.

**Computer Information Systems Program Learning Outcomes.**
Graduates of the Computer Information Systems program will:

1. Develop an optimal algorithm to solve a problem.
2. Demonstrate understanding of underlying concepts and characteristics of conceptual machines
3. Demonstrate knowledge of hardware and software components of a computer system.
4. Effectively communicate technical information orally and in writing.

The **Computer Information Systems major** includes 33 credits of work as follows: CIS 142, 250, 311, 314, 325, 375, 401, CPSC 111, 211, 225 (12 credits), COEM 175 and COMD 355, (5 credits), MGMT 235, 341, 349 (9 credits), and BUED 275 (3 credits).

A **Computer Information Systems minor** requires 21 credits of work as follows: CIS 250, 311, 314, 325, and CPSC 111, 211, 441. This list will be modified for Computer Science (CPSC) majors.

The Evangel University **Data Analytics Minor** Program provides relevant and current topics for business professionals. Four (4) primary roles are identified to achieve the expected general business knowledge areas in data analytics, technology-driven changes to work environments, and complexities of decision making: analytics as it applied to the business environment, data visualization and communication of the meaning of data, versatility in using data analytics software in real world scenario, and solving organizational problems using data analytics.

A Business Data Analytics Minor will consist of 18 credit hours including ACCT 239, BSAN 250, 275, 325, 425 and MATH 210.

**Data Analytics Certificate**

The Evangel University Data Analytics Certificate Program provides relevant and current topics for business professionals. Four (4) primary roles are identified to achieve the expected general business knowledge areas in data analytics, technology-driven changes to work environments, and complexities of decision making:

1. Analytics as it applied to the business environment
2. Data visualization and communication of the meaning of data
3. Versatility in using data analytics software in real world scenario
4. Solving organizational problems using data analytics.

To successfully complete the Data Analytics Certificate program requires the following courses to be successfully completed: BSAN 250 (3 credits), BSAN 275 (3 credits), BSAN 325 (3 credits) and BSAN 425 (3 credits).

**Business Department Courses**

Courses are listed alphabetically by prefix:

- ACCT refers to Accounting courses
- BSAN refers to Data Analytics courses
- BUED refers to Business Education courses
- BUSN refers to general business courses
- CIS refers to Computer Information System courses
- ECON refers to Economics courses
- FIN refers to Finance courses
- MGMT refers to Management courses
- MRKT refers to Marketing courses
- NBUS refers to Nonprofit Business and Social Enterprise courses

Some are listed under two categories or may also be listed in another department under another prefix. These cross-listed courses are combined for instruction.

**ACCT 231: Financial Accounting (3 cr.)** Discusses the basic principles of accounting including analysis and recording of business transactions, controlling accounts, journalizing, posting, adjusting entries, closing entries, statement preparation, partnerships and corporations, accounting for taxes, costs, and branches.

**ACCT 232: Managerial Accounting (3 cr.)** Expands concepts from ACCT 231 with an emphasis on the use of accounting data for purposes of decision-making, particularly as it relates to budgeting, forecasting, strategies, planning, and capital expenditures in the business environment. Prerequisite: ACCT 231.

**ACCT 233: Accounting Software**

Applications (2 cr.) Explains the extensive applications of QuickBooks software for small business accounting including the creation of a chart of accounts, recording customer and vendor transactions, processing payroll, printing reports, application of budget concepts, utilization of the QuickBooks audit trail, and exporting to Excel software. Prerequisite: ACCT 231.

**ACCT 239: Spreadsheet Applications (3 cr.)** Explains the use of the microcomputer with Excel and Access data base software to solve various problems presented in accounting courses. Prerequisites: ACCT 231 Recommended; Corequisite: ACCT 232.

**ACCT 314: Management Information Systems (3 cr.)** Examines the development and use of management and computer information systems supporting the vision and operation of organizations including topics about knowledge management, system development and evaluation, emerging trends, organizational communication, and the ethical use of information systems.

**ACCT 331: Intermediate Accounting I (4 cr.)** Explains accounting topics about
cash, receivables, installment sales, consignments, inventories, plant and equipment, intangibles, investments, annuities, bonds, liabilities, fund and reserves, stockholders' equity, and profit and loss analysis. Prerequisite: ACCT 232.

ACCT 332: Intermediate Accounting II (4 cr.) Further explains concepts introduced in ACCT 331 with inclusion of income statement, balance sheets, and the cash flow statement. Prerequisite: ACCT 331.

ACCT 336: Cost Accounting (3 cr.)
Explains cost accounting emphasizing accounting for materials, labor costs, manufacturing expenses, job order, and process cost systems and each factor's role in assisting management in planning and controlling. Prerequisite: ACCT 232.

ACCT 339: Forensic Accounting (3 cr.)
Provides students with knowledge in forensic accounting regarding challenges facing businesses today, including fraud. This course examines fraud perpetrated against and organization through the misappropriation of assets, as well as management fraud by top management through misrepresentations on financial statements.

ACCT 394: Free Enterprise (0.5 cr.)
Provides application opportunities to students about small business operations models including analysis and practice of financial, management, and marketing principles through business partnerships.

ACCT 435: Business Ethics (3 cr.)
Examines ethical concepts applied in the business environment through historical and philosophical perspectives of values in American business and multinational contexts. Through an emphasis on professional conduct and enforcement actions, this course meets ethics requirements for professional certifications for the CPA profession.

ACCT 439: Advanced Accounting (3 cr.)
Explains advanced accounting principles and their application to special topics. Prerequisite: ACCT 332.

ACCT 442: Auditing (3 cr.)
Discusses auditing theory, practice, and procedure as applied by independent accountants and internal auditors, the development of audit programs, and the ethics of the profession. Prerequisite: ACCT 332.

ACCT 443: Accounting for Governmental Organizations (3 cr.)
Examines governmental and not-for-profit organizational accounting records and funds, including budget control, analysis, and interpretation of financial statements. Prerequisite: ACCT 332.

ACCT 444: Federal Income Tax Accounting I (3 cr.)
Discusses federal tax laws and accounting principles involved, with special emphasis upon income taxes for individuals, partnerships, and corporations. Prerequisite: ACCT 232.

ACCT 445: Federal Income Tax Accounting II (3 cr.)
Discusses principles of federal tax accounting, income tax problems of partnerships and corporations, estate and gift tax problems of individuals. This course is available as needed. Prerequisite: ACCT 444

ACCT 448: CPA Problems (3 cr.)
Discusses principles of federal tax accounting, income tax problems of partnerships and corporations, estate and gift tax problems of individuals. This course
is available as needed. Prerequisite: ACCT 444.

**ACCT 460-470: Current Issues and Problems in Accounting (3 cr.)** These courses are available as needed.

**ACCT 299/499: Directed Research (1-2 cr.)** These courses are available as needed.

**BUED 111: Elementary Keyboarding (1 cr.)** Explains keyboard mastery, technique, speed, accuracy development, and elementary typewriting problems. Prerequisite: Beginning students only.

**BUED 112: Word Processing (2 cr.)** Examines word processing concepts, the relationship between word processing and total informational processing, and the relationship between word processing and business productivity. Includes three hours of lab per week. Prerequisite: BUED 111.

**BUED 275: Business Communications (3 cr.)** Discusses the objectives, methods, and forms of written and non-written communication in business. Prerequisite: COMM 205 or equivalent composition course and 1 business course.

**BUED 336: Instructional Methods in Business (1 cr.)** Examines the organization, objectives, content, equipment, methods of demonstration, and techniques necessary for skill building. Allows students to learn lesson planning for courses in typewriting, bookkeeping, basic business, and related courses at the high school level. Assists the beginning high school teacher. Concurrent course: EDUC 497. Prerequisites: ACCT 232 and BUED 112.

**BUED 353: Methods of Teaching Middle School (2 cr.)** Acquaints students or experienced teachers and administrators with the functions, organization of, curriculum, and personnel associated with the middle school and junior high school. There is a concentration on the early adolescent/transient learner. Includes an introduction to innovative instructional methods, a unit on the use of instructional technology, and a unit on evaluative procedures.

**BUED 354: Practicum in Middle School Subject Area (1 cr.)** Provides students with observation and participation in the middle school, grades 5-9, with both non-instructional and limited instructional responsibilities. This course also provides students with a sequence of experiences in a variety of basic business teaching methods and skills such as questioning techniques, reinforcement, stimulus variation, use of illustrations and examples, demonstrations, and disciplinary procedures.

**BUED 401: Implementing (Vocational) Business Education Programs (3 cr.)** Investigates curriculum development and implementation of vocational business education classes on the high school and middle school level. Incorporates research of issues and procedures for career and technical education in the public and private sectors leading to knowledge of core competencies for marketing education programs.

**BUED 460-470: Current Issues and Problems in Business Education (3 cr.)** These courses are available as needed.

**BUED 496: Seminar in Business Education (3 cr.)** A special-problems course. Prerequisite: Senior standing.
BUED 299/499: Directed Research (1-2 cr.) Special problems courses; available as needed.

BUSN 100: University Seminar (1 cr.) Acclimatizes new Evangel students to the University. Encourages the intellectual and practical orientation to the challenges and opportunities of University life and learning. Students learn about the mission of the University and EU20 themes while learning to build relationships within the department, and by attending campus-wide events.

BSAN 250: Introduction to Data Analytics (3 cr.) This course is designed to provide students a base level understanding of data analytics. It will include a discussion of key topics, such as big data, analytics (including predictive/prescriptive), machine learning, Internet of Things, data mining and data science. This course will begin by examining these key topics, then move into an in-depth focus on the analytics process. Using case studies and application to real-world scenarios, students will experience how to apply the data analytics process to business situations. Next, the course will focus on data communication and visualization principles. Finally, students will be introduced to common data analytics software applications and use one, or more, of these applications to complete and end-of-term project.

BSAN 275: Principles of Data Communication (3 cr.) Beyond analyzing data, being able to communicate the results of analytics is a critical component to successful adoption of analytics in an organization. With that, this course focuses on the principles of data communication and creating a mindset that thinks beyond just the data. The ability to communicate the meaning within the data and drive action requires effective communication skills and strategies.

BSAN 325: Applications of Data Analytics (3 cr.) Success in analytics requires an open mind and multiple perspectives. This course will examine how analytics is applied in the world today. Using case studies from business, media, sports, politics, and others, students will learn how analytics and the analytics process is applied more broadly than just in the boardroom. Students will be challenged to apply analytics to a variety of situations and illustrate the way in which analytics can help solve problems across disciplines, while also articulating the risks and challenges also associated.

BSAN 425: Analytics Capstone Course (3 cr.) The capstone course of the certificate program allows students the opportunity to apply what they have learned within their chosen discipline. Through partnerships with local organizations and companies, students will get hands-on experience working with an organization to solve a problem using analytics. Students will work in groups to collaborate on these projects, which are completed under the guidance of an instructor in their discipline.

BUSN 494: International Business Experience (1 cr.) Provides students with the opportunity to present how they have interacted with a foreign business culture. Students will also articulate how culture, government, and historical awareness affects business practices and leadership approaches.

BUSN 496: Senior Seminar (1 cr.) Prepares students for job searches and interview. Prerequisite: Senior standing.
BUSN 498: Business Internship (3 cr.)
Provides students with an internship experience in an organization, emphasizing skills in the student’s major area of study. Prerequisites: 12 hours of business courses or Junior/Senior status and permission of Department Chair. This course is available as needed.

CIS 101: Introduction to Personal Computers (3 cr.) Explores personal computers and applications. Topics include general computer concepts and terminology with emphasis on using the personal computer as a tool for knowledge workers; popular software applications such as word processing, data management, electronic spreadsheets, and computer graphics. Cross-listed with CPSC 101. May be used to meet the Core Curriculum Natural Science option.

CIS 111: Introduction to Computer Information Systems (3 cr.) Discusses the role of information systems within an organization or enterprise. Topics include information technologies and utilization of technologies in a competitive environment, managerial, security, and ethical issues, and case studies.

CIS 311: Systems Analysis and Design (3 cr.) Explores the techniques of problem definition, determination of system requirements, and design of computer applications. Topics include development life cycle, cost determination, data requirements, and systems documentation. Cross-listed with CPSC 311. Prerequisite: Junior or senior standing.

CIS 314: Management Information Systems (3 cr.) Examines the development and use of management and computer information systems supporting the vision and operation of organizations.

Topics include general knowledge of various information systems, information knowledge management, system development and evaluation, emerging trends, organizational communication, and the use of information systems.

CIS 325: Data Communications (3 cr.) Explores data communications. Topics include directly connected devices, local and wide area networks, communication protocols and standards, and network security. Cross-listed with CPSC 325. Prerequisite: Junior or senior standing.

CIS 441: Database Management Systems (3 cr.) Discusses database concepts and design, data models, query language facilities, and data protection considerations and methodologies. Topics include relational database models. Cross-listed with CPSC 441.

ECON 212: Principles of Macroeconomics (3 cr.) Discusses economic problems of finance, labor, employment, international trade, social problems, price and wage structure, prosperity and depressions, inflation and deflation. Provides the opportunity to examine the role of the government in the economic field.

ECON 213: Principles of Microeconomics (3 cr.) Continues the discussion of basic principles of economics with a particular emphasis on the nature of household, firm, or industry decision-making applications. Prerequisite: ECON 212.

FIN 138: Personal Finance (3 cr.) Provides the student an overview of the role stewardship plays in one’s daily life. Incorporates Biblical purposes of money,
attitudes towards financial wealth, and accountability for personal resource choices.

**FIN 351: Principles of Real Estate (3 cr.)** Examines the characteristics of real estate as they affect the market. Examines the procedures and problems in financing real estate and the techniques of valuation.

**FIN 363 Principles of Finance (3 cr.)** Explains the basic principles and theories of business finance, including tax environment, cash flow analysis, working capital management, effects of financial and operational leverage, capital budgeting, cost of capital analysis, investment banking, mergers, acquisitions, reorganizations, and liquidations. Prerequisites: MGMT/MATH 210 and ACCT 231.

**FIN 442: General Insurance (3 cr.)** Explores the general principles of insurance and their applications to business enterprises, including life insurance, casualty insurance, fire insurance, social security, and workmen’s compensation.

**FIN 452: International Finance (3 cr.)** Explores the key concepts of business finance in the context of a multinational firm.

**FIN 457: Investments (3 cr.)** Explains investment principles and media, security markets, and the importance of analyzing industries and their macro-environments.

**FIN 458 Strategic Investing (3 cr.)** Provides students with an opportunity to broaden their knowledge of investments and learn effective strategies for utilizing fixed income instruments in business and personal finance. Includes the discussion of debt and equity principles, interest rates and yield curve dynamics, bond types and valuation, mortgage-backed securities, asset allocation optimization, sector and country rotation, value investing, Dow theory, options, and financial planning. Prerequisite: FIN 363 and FIN 457, or may be taken concurrently with FIN 457.

**FIN 463 Advanced Financial Management (3 cr.)** Further explains the analytical skills involved in financial decision-making. Prerequisite FIN 363.

**FIN 460/470: Current Issues and Problems (3 cr.)** These courses are available as needed.

**FIN 299/499: Directed Research (0.5-3 cr.)** Available as needed.

**MGMT 235: Organizational Design and Management (3 cr.)** Integrates the functions of management with appropriate quantitative and behavioral concepts. Provides students with a contingency view of management theory and practice. Discusses skills used by managers such as planning, organizing, directing, and controlling.

**MGMT 314: Management Information Systems (3 cr.)** Examines the development and use of management and computer information systems supporting the vision and operation of organizations. Emphasizes general knowledge of various information systems, with specific focus on information knowledge management, system development and evaluation, emerging trends, organizational communication, and the ethical use of information systems.

**MGMT 331: Business Law (3 cr.)** Explains the principles of law applicable to business and the individual. Topics include legal background contracts, agency, negotiable instruments, suretyship, and sale of personal property, real property,
bailment, partnerships, corporations, deeds, mortgages, torts, and bankruptcy. Prerequisite: Junior Standing.

**MGMT 341: Supply Chain Management (3 cr.)** Explores quantitative techniques using mathematical models of decision-making. Topics include probability and statistical decision, linear programming such as inventory control, PERT, critical path method, matrix theory, game theory, Markov processes, and the queuing theory. Prerequisite: MGMT 235.

**MGMT 343 Human Resource Management (3 cr.)** Explains principles and practices of managing human resources. Topics include labor sources, selection and placement of personnel, workers' environment, compensation, training, promotion, health and safety, benefit plans, and relations between management and employees. Prerequisite: Junior standing or MGMT 349.

**MGMT 349: Human Behavior in Organizations (3 cr.)** Discusses the basic causes of individual and group problems in industry. Prerequisite: Junior standing.

**MGMT 434: Workforce Selection & Development (3 cr.)** Explores theories and techniques for selecting employees and developing effective orientation and training programs. Prerequisite: MGMT 343 and MGMT 349 or permission of professor.

**MGMT 435: Business Ethics (3 cr.)** Discusses ethical problems in business. Prerequisite: Junior or senior standing. This class is available as needed.

**MGMT 440: Organizational Leadership (3 cr.)** Surveys theories and research on leadership in formal organizations, with a focus on leadership effectiveness. Pertinent to all disciplines of study. Prerequisites: Junior standing.

**MGMT 446: Strategic Management (3 cr.)** Teaches critical analysis through case study, top management problems and determine influences in business policymaking. Discusses the executive's role in high decision-making. Prerequisite: Senior standing.

**MGMT 460/470: Current Issues and Problems in Management (3 cr.)** Available as needed.

**MGMT 299/499: Directed Research (1-2 cr.)** These courses are available as needed.

**MRKT 194: Free Enterprise (0.5 cr.)** Explores economic, marketing, and budget principles for operating a business in a free-market economy.

**MRKT 239: Principles of Marketing (3 cr.)** Explores principles of marketing, including structure and functions with emphasis on the managerial viewpoint.

**MRKT 294: Free Enterprise (0.5 cr.)** Explores economic, marketing, and budget principles for operating a business in a free-market economy.

**MRKT 331: Entrepreneurship (3 cr.)** A study of entrepreneurship, the creation of new ventures, and the practical application in the marketplace. The course will provide a unique opportunity to understand the benefits of entrepreneurship to society using the classroom knowledge and practical application. Students will be engaged in local entrepreneurship activities such as the "1 Million Cup" event and will have an opportunity to create an enterprise.
MRKT 332: Consumer Behavior (3 cr.)
Explains the influence of cultural, social, and psychological factors on consumer behavior. Prerequisite: MRKT 239.

MRKT 333: Advertising (3 cr.)
Explores the basic principles of advertising.

MRKT 341: Promotions Management (3 cr.)
Examines promotional mix of the organization, including a marketing subsystem used to inform and persuade both present and potential customers. Prerequisite: MRKT 239.

MRKT 342: Sales Management (3 cr.)
Discusses managerial aspects of selling operations with reference to problems involved in investigations of markets, planning the sales effort, management of sales and service personnel, and control of sales operation. Prerequisite: MRKT 239.

MRKT 345: Desktop Publishing Design (3 cr.)
Explains the design and layout of publications on the computer, including basic design principles, typography, and relevant computer software.

MRKT 347: International Business (3 cr.)
Examines marketing, management, and finance in an international environment. Includes emphasis on the cultural and environmental differences in foreign markets and the effects on an international marketing program. Prerequisite: MRKT 239.

MRKT 443: Cases and Campaigns in Advertising and Public Relations (3 cr.)
Designed to give the students experience in and knowledge of the techniques and tools of the advertising and public relations practitioner. Prerequisite: COMR352/MRK352 and COMR333/MRK333. Writing Proficient.

MRKT 355: Multimedia Production I: Web Development and Design (3 cr.)
Explores the development of computer media on the internet using text, visuals, animation audio, and video. Topics include HTML, JavaScript, webpage design, and production of multimedia elements for web sites. This course builds on students' previous courses in desktop publishing, audio and video production, and computer applications.

MRKT 389: Digital Marketing (3 cr.)
Explores new and emerging marketing strategies and concepts of today's digital marketing landscape. Topics include marketing effects on individuals, audiences, publics and cultures, interactive marketing theories, database and search engine marketing, innovative digital media product development, branding, distribution and social influence strategies. Examines the theory and practice of digital marketing through creative thinking exercises, guest speakers, and hands-on application techniques. Prerequisite: MRKT 239 or permission of the professor.

MRKT 433: Advertising 2 (3 cr.)
Examines in-depth approaches to advertising theory, strategy, and execution. Provides students with practical experience in gathering marketing data, writing a marketing plan, creating a copy platform, and expediting an advertising job from conception through final client approval. Prerequisites: COMM 214 and MRKT 333. Recommended COMM 246 and COMM 345.

MRKT 441: Marketing Research (3 cr.)
Helps students develop a systematic search for a study of facts relevant to problem solving in marketing management. Prerequisites: One course in statistics, 6
hours of marketing courses, or permission of the professor.

**MRKT 446: Marketing Management (3 cr.)** Provides students with a case study experience that involves planning, decision-making, and evaluating the total marketing program of various organizations. Prerequisites: MRKT 441 or permission of the professor.

**MRKT 452: Advanced Public Relations (3 cr.)** Provides students with knowledge and experience in the techniques and tools of the public relations practitioner. Prerequisite: MRKT 352.

**MRKT 460-470: Current Issues and Problems in Marketing (2 cr.)** These courses are available as needed.

**MRKT 299/499: Directed Research in Marketing (1-3 cr.)** These courses are available as needed. Prerequisite for 299: MRKT 239 and permission of professor. Prerequisite for 499: Senior status and/or permission of professor.

**NBUS 233: Nonprofit Financial Management (1 cr.)** Provides an overview of fund and accounting concepts, budgeting, and an understanding of the unique financial management issues and decision that confront management in the nonprofit sector. Students learn how nonprofit managers should integrate financial strategy and decisions within a broader framework of their mission. Students with any major may take this course if they intend to be involved in the management of a nonprofit organization or activity. Prerequisite: ACCT 232 for business majors or permission of the professor and completion of statistics and FIN 138 for non-business majors.

**NBUS 238: Philanthropy: Theory & Practice (3 cr.)** Explores the emerging trends in philanthropy. Students develop and execute plans to solicit financial resources for nonprofit organizations, including processes to discern which fundraising elements are appropriate for a specific organization. Other topics include the role of a board, development staff, executive staff, program staff, processes to identify and engage sources of funding through public and private campaigns and grant writing.

**NBUS 311: Nonprofit Marketing & Promotion (3 cr.)** Provides students with the opportunity to apply trends, principles, and practices of marketing and promotion to nonprofit organizations, including the growth and development on nonprofit marketing, the language of nonprofits, and use of social media. Students design an integrated marketing plan for a nonprofit organization. Prerequisite: MRKT 239.

**NBUS 323: Introduction to Social Enterprise (3 cr.)** Examines the concepts and purpose of for-profit and non-profit social enterprise organizations, how to develop a business idea, promote the idea, and develop an operations system for the product or service. Helps students examine regulatory requirements, identify the type of organization that best fits the purpose of the social enterprise and create a plan for sustainability. Prerequisite: MRKT 239 or permission of the professor.

**NBUS 333: Nonprofit Governance & Law (3 cr.)** Examines the governance structure and the internal/external relationships of nonprofit organizations from the perspective of the legal and operational environment. Prerequisite: MGMT 331 for business majors and junior standing for non-business majors.
NBUS 353: Volunteer Engagement & Resource Management (3 cr.) Discusses the effective practices for recruiting, sustaining, and managing volunteers as a key resource of the nonprofit organization.