

## School of Business

Dean, TBD

### Bachelor of Business Administration (accelerated degree-completion programs for working adults)

Department Chair: James D. Dalton

#### Faculty

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Daryl L. Gruver, MA  
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John T. Noonan, PhD  
James R. Parks, Jr., MBA  
Tomas A. Parks, MBA  
Philip K. Rickard, MBA  
Jill R. Risner, MBA  
Kelly R. Rush, MBA  
Mark A. Shoaf, PhD  
David L. Skinner, PhD  
Melanie A. Spangler, JD  
Jeremy F. Strayer, PhD  
Sacha Walicord, PhD  
John W. Washatka, MA  
Jeffrey S. Williamson, EdD  
Michael G. VanZant, PhD  
Wayne A. Yerxa, MBA

#### Program Objectives

The courses and curriculum of the adult-degree completion business program are designed to achieve the following student outcomes:

- express ideas clearly, concisely, and logically through effective speech, written communication, and interpersonal/human relations skills;
- understand the functional components of business (economics, marketing, accounting, finance, law, management, and organizational theory) and the inter-relationship of these functions within an organization that form the total business enterprise;
- recognize the human aspects of conducting business within physical and social environments, with an emphasis on global issues;
- reflect upon and clarify personal and professional value systems, applying principles of business ethics to effective decision-making skills; and
- identify problems and develop problem-solving abilities through critical thinking skills.

# Adult and Graduate Studies

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## Bachelor of Business Administration Degree Completion Program

The primary focus of the AGS Bachelor of Business Administration program (BBA) is to meet the educational needs of adults working in the business environment. Primary candidates for the BBA program are individuals who have completed some college work but because of the circumstances of their lives, have been unable to complete requirements for a baccalaureate degree. The program allows individuals who have completed approximately two years of college to attend class one evening a week for four hours, and complete the Bachelor of Business Administration degree in approximately twenty-two months. The program is offered on the campus in Mount Vernon and at satellite sites in Polaris, Gahanna, Newark, Lima, Marion, Mansfield, Grove City, and Cincinnati, Ohio.

### Admission Requirements

Admission to the Bachelor of Business Administration degree completion program requires the student to:

1. submit transcript(s) with a minimum of 56 semester hours (90 quarter hours) from college or university courses;
2. have two (2) years of full-time work experience;
3. complete a Preliminary Graduation Plan;
4. provide evidence of proficiency in English; and
5. earn an overall grade point average (GPA) of 2.00 in all previous college course work for regular admittance status. An applicant with a GPA of less than 2.00 may apply for probationary admittance.

### Transfer Credit

Up to half of the required semester hours of course work may be transferred from regionally accredited colleges or universities to satisfy major requirements in the Bachelor of

Business Administration degree program. Credit is transferred on a course-by-course basis as applicable to the degree program. Transfer credit is granted only if acceptable grades were obtained. Equivalence of course content and transfer credit is determined by the chair of the Bachelor of Business Administration Department.

### Graduation Requirements

The student must complete a minimum of 124 semester hours (with a minimum cumulative grade point average of 2.00) including:

1. Successful completion of the following 39-semester hour General Education Core requirement;
  - a. 6 semester hours in English composition or the completion of the English composition capstone course;
  - b. 3 semester hours in mathematics;
  - c. 9 semester hours in the arts and humanities;
  - d. 6 semester hours in the social and behavioral sciences;
  - e. 6 semester hours in the natural sciences; and
  - f. 9 semester hours in liberal arts electives.
2. No course used to meet general education requirements is permitted to satisfy a major requirement in any program within the School of Business.
3. Successful completion of the requirements for the major with a minimum cumulative grade point average of 2.50. A student who receives a grade below C- in any BBA course will be required to repeat that course until a grade of C- or above is earned. All repeated course work to replace a grade of D, F, W, or X is at student's expense; and
4. Successful completion of a minimum of 124 semester hours of college course work, or its equivalent, including general education, the BBA business core and elective courses.

### Applied Business Technology (ABT)

**ABT3003 Computer Applications for Managers [3].** An overview of basic operating systems, word processing, spreadsheet, database and presentation software. The course incorporates Microsoft Word®, Microsoft Excel® and Microsoft PowerPoint® into assignments, demonstrations, and computer exercises.

**ABT3043 Web Design [3].** A course that focuses on planning, publishing, and managing web sites. Students format, develop, and publish projects that include text, images, and hyperlinks.

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**ABT3073 Business Communication [3].** A study of written and oral communication skills that are essential for communicating successfully in organizations. The course uses simulations, case studies, and application assignments to focus on the process of written and oral communication in the business environment.

### Accounting (ACC)

**ACC2003 Survey of Accounting [3].** An overview of the basic topics in financial and managerial accounting for students who have no or minimal prior knowledge of accounting and finance. Special emphasis is given to how accounting and finance reports are used by leaders in various organizations.

**ACC2053 Principles of Accounting I [3].** An introduction to fundamental accounting concepts and procedures including the nature of accounts and techniques of recording, classifying, summarizing and analyzing financial data as it relates to corporations.

**ACC2063 Principles of Accounting II [3].** A study of managerial accounting concepts for manufacturing operations, accounting techniques and budgeting as applied to parent, subsidiaries, department and branch operations. Prerequisite: ACC2053.

### Business Special Studies (BSS)

**BSS3083 Business Statistics [3].** A survey of descriptive statistics with emphasis on practical applications of statistical analysis. The course includes an examination of the role of statistics in research, statistical terminology, the appropriate use of statistical techniques, and the interpretation of statistical findings in business and business research.

**BSS4191 Senior Seminar [1].** A program capstone course where students apply knowledge and skills learned during their BBA program. This application will primarily be accomplished by the completion of the Major Field Test in Business.

**BSS4093 Business Research Project [3].** A course in which students develop skills in the researching, writing and presenting scientific descriptive and empirical research. In the research project, the student solves a significant management or business problem, makes an important enterprise decision, capitalizes on a business venture, and implements a plan of action to improve the company or agency.

### Communication (COM)

**COM3013G Organizational Communication [3].** A study of theories, principles and practices for organizing and communicating. Special emphasis is given to the functional and structural aspects of organizational communication such as organizational effectiveness, intelligence, and networks.

### Economics (ECO)

**ECO1033G Principles of Macroeconomics [3].** An introduction to macroeconomics including basic concepts of supply and demand, price system, employment theory, inflation, business cycles, monetary policies, and fiscal policies.

**ECO2033 Principles of Microeconomics [3].** An introduction to microeconomics including the concepts of resource and product markets, price theory, elasticity function and profit maximization.

**ECO3003 Survey of Economics [3].** A survey course in economics. Content includes basic microeconomic and macroeconomic principles and their applications to such subjects as competition versus monopoly, the role of government, economic stabilization policies, and international trade and finance. Special emphasis given to the theory of consumer choice and demand; comparative advantage and barriers to trade; the theory of producer choice and supply; price and output determination in various competitive environments; markets for labor, capital and natural resources; income distribution; resource allocation; the role of government in regulating, financing and producing in the economy, including analysis of the social choice framework within which democratic decisions are made.

### Finance (FIN)

**FIN3013 Basic Finance [3].** An overview of basic concepts in the field of financial management. Special emphasis is given to how finance is used by leaders in organizations.

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**FIN/FCS3063 Consumer Finance [3].** A practical application of personal and family financial management. Topics include budgets, loans, spending, housing, insurance, investments, and taxes.

**FIN3073 Financial Management [3].** An introduction to financial management. Special emphasis is given to financial analysis and planning, working capital management, and the capital budgeting process.

### **Human Resources Management (HRM)**

**HRM3053 Diversity for Organizational Performance [3].** An exploration of diversity as it relates to organizations from a human resources development perspective. Areas of diversity explored include racial/ethnic groups, sex and gender, religion, work and family, weight and appearance, physical and mental ability, and sexual orientation. The primary focus is the development of a strategy to improve an organization's performance. Prerequisite: MAN2003.

### **International Business (IBS)**

**IBS3003 International Business Operations [3].** An introduction to the theory and practice of business operations of international and multinational firms. Special emphasis is given to international trade theory, marketing, finance and human resource management.

**IBS3063 Global Marketing [3].** An introduction to the theory and practice of international marketing management, including marketing to national domestic markets. Special emphasis is given to the international environment, market research and market entry, product planning and strategy, and management of international marketing functions. Prerequisite: MAR3033.

### **Management (MAN)**

**MAN2003 Principles of Management [3].** A study of the administration of an organization with emphasis on planning methods, organizing techniques, motivating factors and controlling procedures.

**MAN3033 Human Resource Management [3].** A study of the role of human resource management as a staff function within the organization. The human resource management functions of recruitment, interviewing, human resource planning, equal employment, job analysis, wage and salary administration, management development, training, compensation, and labor relations are examined. An investigation of the interpersonal relationships of employees in the organizational setting is also considered.

**MAN3053 Personal Development and Research Skills [3].** An orientation course for adult students returning to higher education to complete an undergraduate degree. Topics include: personal goal development, adult learning methodology, temperament type analysis, adult skills, time management, and other subjects relevant to goal achievement in an academic environment.

**MAN3063 Leadership [3].** A study of the current understanding of leadership theory and practice with a goal of developing the student's personal theory of leadership.

**MAN/PSY/SOC3083 Organizational Behavior [3].** A study of behavior in organizational settings as affected by individual, group and organizational processes. Special emphasis is given to learning, motivation, attitudes, stress, organizational culture, group processes, and decision-making.

**MAN3093 Topics in Management [3].** Small group discussions of readings in current research literature. Topics vary from year to year; the course may be repeated.

**MAN4003 Business Law and Government Regulation [3].** A course examining, analyzing and applying the nature, formation and system of law in the United States to the modern business environment.

**MAN4013 Business Ethics [3].** A study of ethical theories as they relate to various contemporary problems in the business world. Emphasis is placed on class participation and practical application. For example, students develop a code of ethics for their organization. Special emphasis is given to the biblical foundation of values and the application of Christian ethical principles in the business world.

**MAN4033 Strategic Planning [3].** A capstone course focusing on the strategic long-range planning process. The course involves an examination of the development, implementation, and formulation of business strategy and policy, and stresses the need for awareness of, and accommodation to change in the company's internal and external environments. Generic business strategies and techniques for analyzing strategies are explored. Special emphasis is given to integrating decisions in business with the Christian faith.

**MAN4043 Business Ethics and Law [3].** This course is designed as an introduction to the nature of business ethics and the legal system, including government regulation, in the United States and how these concepts and systems apply to the business environment, both domestically and globally. Special emphasis will be given to the study of the nature, source, and utilization of business ethics, foundations of the American legal system, torts, intellectual property, business crime, antitrust law, contracts, international law, business entities, and government regulation of business.

### Management Information Systems (MIS)

**MIS3023 Management Information Systems [3].** A study of computerized information systems that support organizational mission, goals, and objectives. Concepts include the theories, principles, concepts, components and types of management information systems, networks and telecommunications, and the systems development process. The information systems profession and advances in technology used to support communication, collaboration, and discovery for organizations are also discussed.

### Marketing (MAR)

**MAR3033 Principles of Marketing [3].** An introduction to the theory and practical application of marketing principles. The basic objectives are to provide a broad introduction to marketing concepts, the role of marketing in the firm and the various factors that influence marketing decision-making.

### Other Required Courses

**BIB3033 Foundations of a Biblical Worldview [3].** A foundational study of the Bible and a biblical understanding of the world. Special emphasis is given to the Bible, theology, biblical interpretation and worldview with a view toward contemporary issues and personal applications. (Offered in the Adult and Graduate Studies format only)

**ITD0010 Online Learning Lab [0].** The Online Learning Lab is a two-week self-directed training module, facilitated by MVNU staff and faculty, that provides a basic foundation for and introduction to understanding online learning at MVNU. Participants experience the world of online learning by using threaded discussions, submitting documents as assignments, and exploring information available to online learners (including how to use online resources available through the MVNU library). Completion of this lab is required for students wishing to take online coursework at MVNU.

## Departmental Programs

### Bachelor of Business Administration in Management

#### Required Business Courses

ABT3003 Computer Applications for Managers	3
ABT3073 Business Communication	3
ACC2053 Principles of Accounting I	3
ACC2063 Principles of Accounting II	3
BSS3083 Business Statistics	3
BSS4191 Senior Seminar	1
ECO2033 Principles of Microeconomics	3
ECO1033G Principles of Macroeconomics	3
FIN3073 Financial Management	3
IBS3003 International Business Operations	3
MAN2003 Principles of Management	3
MAN3033 Human Resource Management	3
MAN3053 Personal Development and Research Skills	3
MAN/PSY/SOC3083 Organizational Behavior	3
MAN4003 Business Law and Government Regulation	3
MAN4013 Business Ethics	3
MAN4033 Strategic Planning	3
MAR3033 Principles of Marketing	3

#### Other Required Courses

BIB3033 Foundations of a Biblical Worldview	3
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Total 55 Hours

### Bachelor of Business Administration in Organizational Leadership

#### Required Business Courses

ABT3003 Computer Applications for Managers	3
ABT3073 Business Communication	3
ACC2003 Survey of Accounting	3
BSS4191 Senior Seminar	1
BSS4093 Business Research Project	3
COM3013G Organizational Communication	3
ECO3003 Survey of Economics	3
MAN2003 Principles of Management	3
FIN3013 Basic Finance	3
MAN3033 Human Resource Management	3
MAN3053 Personal Development and Research Skills	3
MAN3063 Leadership	3
MAN4033 Strategic Planning	3
MAN4043 Business Ethics and Law	3
MAR3033 Principles of Marketing	3

#### Other Required Courses

BIB3033 Foundations of a Biblical Worldview	3
ITD0010 Online Learning Lab (for online program)	0

Total 46 Hours