

FERMANIAN SCHOOL OF BUSINESS

As members of a vital Christian community, we strive:

Mission

To provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

Vision

To enable students to fully discover their purpose so that they can transform society, organizations, and people.

Values

- **Character:** We value practicing humility, serving others, and living with integrity.
- **Professionalism:** We value respect for self and others, preparedness, timeliness, and follow-through.
- **Excellence:** We value academic rigor, quality work, critical thinking, and continuous improvement.
- **Relationships:** We value each other, diverse perspectives, and collegiality.
- **Commitment:** We value dedication, perseverance, engagement, and loyalty.
- **Innovation:** We value creativity, adaptability, and an entrepreneurial mindset.

Administration

Dean: Daniel Bothe, D.B.A.

Vice Dean: Jamie McIlwaine, D.B.A.

Associate Dean: Frank Marshall, D.B.A.

Accreditation

Point Loma Nazarene University, through its Fermanian School of Business, is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) to offer the following business degrees:

- Bachelor of Business Administration (BBA)
- Master of Business Administration (MBA)
- Adult Undergraduate Business (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/aug-catalog/colleges-schools-departments/fsb/aug-business/>)
 - Bachelor of Business Administration (BBA) with a Concentration in Management and Marketing (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/aug-catalog/colleges-schools-departments/fsb/aug-business/business-administration-bba-concentration-management-marketing/>)
 - Organizational Leadership, B.A. (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/aug-catalog/colleges-schools-departments/fsb/aug-business/organizational-leadership-ba/>)

- Management Minor (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/aug-catalog/colleges-schools-departments/fsb/aug-business/management-minor/>)
- Marketing Minor (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/aug-catalog/colleges-schools-departments/fsb/aug-business/marketing-minor/>)
- Organizational Leadership Minor (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/aug-catalog/colleges-schools-departments/fsb/aug-business/organizational-leadership-minor/>)

Accounting

BAC 2001 Principles of Financial Accounting (4 Units)

The theory and practice of accounting applicable to measuring, recording, and reporting business transactions for external users. Topics include generally accepted accounting principles with introductions to business ethics, the accounting process, financial statement preparation, merchandising operations, short-term liquid assets, fixed assets, inventories, current and long-term liabilities, and owner's equity.

Prerequisite(s): All students must have a laptop computer.

BAC 2002 Principles of Managerial Accounting (3 Units)

A study of accounting information systems used to assist decision makers through identifying, measuring, and processing relevant information and communicating the information through reports. Topics include cost concepts and allocations, cost volume profit analysis, budgeting, performance measurement and evaluation techniques, short run decision analysis, pricing decisions, and capital investment analysis.

Prerequisite(s): BAC 2001

Business Administration

BBU 1000 Introduction to Business and Systems (3 Units)

This course provides a foundation for making good business decisions from a Christian perspective, focusing on more than the bottom line. Topics include forms of business ownership, management, marketing, accounting, finance, and information systems. An emphasis is placed on career and calling within business.

BBU 2001 Legal Environment of Business (3 Units)

This course provides a comprehensive overview of legal issues encountered in business. Topics include the legal system, contracts, torts, product liability, intellectual and property rights, cyber crime, fraud, organizational forms, corporate formation and finance, securities law, business ethics, and corporate governance.

BBU 3010 Data-Driven Decision Making (3 Units)

This course explores how leaders can use data to inform the decision making process. Topics include identifying the right information, eliminating bias, understanding predictive analytics, data visualization, communicating uncertainty, and addressing challenges to your data. An emphasis is placed on basic methods of gathering, analyzing, and communicating data.

BBU 3013 Business Communication (3 Units)

With an emphasis on speaking and writing in the business field, this course is designed to help students improve and polish their professional communication skills in the workplace. In this course, students learn the skills needed to secure employment and communicate effectively in a professional business setting. Specifically, students learn to create an impressive resume, write and deliver various professional reports, effectively interview for employment, compose professional routine and persuasive letters, conduct informational interviews, and create professional portfolios. Students exit the course with the professional communication skills needed to stand out in the business world and in the job search process.

BBU 4080 International Business (3 Units)

This course provides an overview of business strategies, challenges and opportunities that exist in a global business environment. Students will explore the various economic, political, legal, social, and cultural contexts in which international businesses operate. In addition, students will develop a global business strategy, participate in a cross-cultural experience, and complete an in-depth research project on a specific country. Emphasis will be given to cross-cultural issues in management, marketing, and business ethics in an international setting.

Prerequisite(s): BMG 2012

BBU 4089 Business Practicum (1-3 Units)

This course requires on-the-job experience in the business field where students exercise decision-making skills, problem-solving skills, communication skills, and business knowledge acquired in the student's academic program. In addition, students create a professional portfolio including cover letter, resume, letters of recommendation, personal background, target industry information, work samples, and business practicum reports/evaluations.

Credit/No Credit.

Prerequisite(s): BBU 3013

BBU 4090 Special Topics in Business Administration (1-3 Units)

Study in a special topic under the direction of a faculty member.

May be repeated up to a total of six (6) units.

Prerequisite(s): Consent of Program Director or Dean.

Finance

BFN 3035 Business Finance (3 Units)

This course provides an introduction to the principles that guide the financial management of a business enterprise, with an emphasis on decision making and value creation. Topics include financial analysis, time value of money, risk and return, security valuation, capital budgeting, cost of capital, forecasting and dividend policy.

Prerequisite(s): Completion of the following courses with a grade of C- or better: Business Math or Calculus, Statistics, Microeconomics, Financial Accounting, and Managerial Accounting.

Leadership

BLD 4012 Leadership Theory and Practice (3 Units)

This course provides an overview of a wide variety of leadership theories, concepts, and practices. Topics include the historical examination of leadership models, contributions of leaders to a modern society, and practical application of leadership. Emphasis is placed upon personal leadership development, including the analysis of leadership styles utilizing self-assessments.

Prerequisite(s): BMG 2012

BLD 4020 Cultural Influences and Diversity in the Workplace (3 Units)

This course examines cultural influences and differences, in addition to issues of diversity, equity, and inclusion. Students will learn how to develop increased awareness and appreciation for diverse backgrounds in order to foster collaborative relationships and environments. Emphasis is placed on developing cultural intelligence and strategies to lead diverse teams.

Prerequisite(s): BLD 4012

BLD 4030 Organizational Leadership Communication (3 Units)

This course explores the principles of communication and interpersonal relations in organizations. Topics include intentional listening, non-verbal communication, constructive feedback, and conflict resolution. An emphasis is placed on utilizing communication theories and strategies to effectively communicate between individuals, across groups, and within organizations.

Prerequisite(s): BLD 4012

BLD 4040 Leading Teams in Organizations (3 Units)

This course is a study of leadership and group dynamics to cultivate and promote teamwork in traditional and virtual settings. Topics include understanding and managing the internal dynamics of teams, examining dysfunctional dynamics and processes, and facilitating the creation of teams. Emphasis is placed on developing leadership knowledge and skills to build thriving teams in contemporary organizations.

Prerequisite(s): BLD 4012

BLD 4050 Leading Organizational Change (3 Units)

This course examines the emotional, theoretical, and practical issues of leading organizations through change. Topics include the nature of change, responses and resistance to change, ownership of change, and creating a culture of change. Emphasis is placed on understanding change theories and strategies to lead people through change.

Prerequisite(s): BLD 4012

BLD 4060 Leading Innovation (3 Units)

This course provides an understanding of the critical role of leaders in fostering a creative work environment to support innovation. Topics include developing innovative solutions, building an innovative culture, becoming a learning organization, and developing innovation capacity and capability. An emphasis is placed on driving organizational innovation.

Prerequisite(s): BLD 4012 or consent of instructor.

BLD 4070 Leading Through Organizational Crisis (3 Units)

This course explores how leadership is utilized in crisis. Students will examine practical challenges to avert, respond, recover, and mitigate crises while managing internal and external factors. An emphasis is placed on situational awareness, overseeing transition, and dealing with conflict in order to create stronger and more resilient organizations post-crisis.

Prerequisite(s): BLD 4012

BLD 4090 Special Topics in Organizational Leadership (1-3 Units)

Study in a special topic under the direction of a faculty member.

May be repeated up to a total of six (6) units.

Prerequisite(s): Consent of Program Director or Dean.

Management

BMG 2012 Principles of Management (3 Units)

A study of the manager's role in the organization, including the tasks of planning, organizing, leading, and controlling. Topics include an introduction to change and innovation, corporate culture, global business, ethics, corporate social responsibility, organizational structure, decision-making, human resources and leadership.

BMG 3020 Organizational Behavior (3 Units)

This course is a study of human behavior in social organizations, with a focus on the environment, structure, and human behavior at the individual, group, and organizational level. Emphasis is on acquiring skills and analytical concepts to improve organizational relationships and effectiveness.

Prerequisite(s): BMG 2012

BMG 3074 Human Resources Management (3 Units)

This course provides an overview of the human resources function in organizations, and related elements and activities. Topics include talent acquisition, compensation, performance appraisal, employment law, training and development, labor relations, and industrial organizational psychology.

Prerequisite(s): BMG 2012

BMG 4084 Operations Management (3 Units)

This course provides an analysis of the information support systems which aid the manager in the decision-making process. Topics include supply chain, project and operations management, allocation of resources, planning, and financial analysis.

Pre or Corequisite(s): BLD 4012, BMG 3020, BMG 3074

BMG 4088 Strategic Management (3 Units)

This course serves as a capstone experience for business students. It seeks to integrate the diverse areas of business study through formal instruction, a competitive business simulation, case analysis and in-depth analysis of current problems facing businesses. Consideration is also given to the policy development process, corporate social responsibility, and the highest purposes of business.

Prerequisite(s): BFN 3035

Marketing

BMK 3032 Principles of Marketing (3 Units)

A study of the role of marketing in the organization, in society, and in a global economy. Topics include market analysis, consumer and business marketing, product planning, pricing, distribution, promotion, and ethical issues. Special emphasis will be given to marketing strategy formulation.

BMK 3033 Consumer and Organizational Buying Behavior (3 Units)

A study of how individuals process information and make purchase decisions. Topics include internal influences such as consumer psychology and personality, and external influences such as social environment and situational influences. A qualitative research study will provide special emphasis on understanding buying behavior to develop a marketing strategy.

Prerequisite(s): BMK 3032

BMK 3036 Integrated Marketing and Sales Communications (3 Units)

A study of the marketing and sales communication functions. Topics include creative strategy and content, advertising media strategy and selection, public relations, sales promotions, personal selling theory, and ethics in marketing communication. Special emphasis will be given to developing an integrated marketing communications plan and a corresponding sales presentation to a client.

Prerequisite(s): BMK 3032

BMK 3050 Digital Marketing Essentials (3 Units)

A study of digital marketing theory, issues, strategies, practical uses and channels. Topics include the various digital elements of marketing variables, e-consumer behavior, website development design and implementation, analytics measurement, search engine marketing, mobile marketing and social media platforms to develop customer relationships.

Prerequisite(s): BMK 3032

BMK 4050 Digital Marketing Content (3 Units)

A study of digital marketing content issues relevant to marketers. Topics include content development and campaign execution for digital marketing channels, driving online traffic, generating leads and converting leads into customers.

Prerequisite(s): BMK 3032 and BMK 3050

Business Ethics

ETH 3001 Foundations of Ethics (1 Unit)

This course provides an introduction to foundational theories and problems in moral philosophy. Emphasis will be given to the study of major Western ethical theories and important moral philosophers.

ETH 4001 Applications of Ethics (1 Unit)

This course explores a process for ethical decision making in order to develop a stakeholder approach to leadership. Focus will be given to creating a framework for evaluating ethical choices and applying that framework to ethical dilemmas in organizations.

Prerequisite(s): ETH 3001

ETH 4011 Organizational Ethics (2 Units)

This course provides an introduction to foundational theories and problems in moral philosophy and explores a process for ethical decision making in order to develop a stakeholder approach to leadership in organizations. Emphasis will be given to the study of major Western ethical theories and important moral philosophers, and to creating a framework for evaluating ethical choices and applying that framework to ethical dilemmas in organizations.

ETH 4050 Leading with Integrity (1 Unit)

This course studies how organizations are positively impacted by leaders with integrity that base their actions and decisions on character. Students will explore how character-grounded ethical decision making relates to leadership through the examination of a broad spectrum of leaders that have addressed moral issues in the execution of their duties.

Business Sustainability

SUS 4075 Sustainability in Action (3 Units)

This course explores the principles and practices of sustainability in the home, in organizations, in local communities, and as national and world citizens. Topics include current environmental challenges, a critique of current cultural and societal practices as they impact the environment, the biblical foundation for creation care, and, in particular, practical steps that can be taken as individuals and in association with others that improve our care for creation.