

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.

Tradition of Excellence

The Fermanian School of Business educates students broadly in preparation for multiple careers and a wide variety of jobs. Christian values and ethical conduct are emphasized throughout the program, which also provides balance between theory and practice, emphasizes the global dimensions of business and encourages cross-cultural experiences. Small classes provide students with individualized attention from faculty who are dedicated to the academic success of each student.

Career Opportunities

The Fermanian School of Business facilitates interaction between students and business professionals through internships, networking and other opportunities. Highly respected organizations, such as Qualcomm, Booz Allen Hamilton, Intuit, Patagonia, Goldman Sachs, General Dynamics, Bank of America, Hurley, ViaSat, Under Armour, Deloitte, and KPMG, have actively recruited and hired graduates of the Fermanian School of Business. In addition, PLNU business students have been successful pursuing graduate degrees at top academic programs.

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:

- Accounting, B.S. Business Administration (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/accounting-bs-business-administration/>)

- Business Administration, B.A. (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/business-administration-ba/>)
- Finance, B.S. Business Administration (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/finance-bs-business-administration/>)
- Information Systems (Fermanian School of Business), B.S. (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/information-systems-bs/>)
- International Development, B.S. Business Administration (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/international-development-bs-business-administration/>)
- Management, B.S. Business Administration (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/management-bs-business-administration/>)
- Marketing, B.S. Business Administration (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/marketing-bs-business-administration/>)

Faculty

Dean - Daniel Bothe, D.B.A.

Daniel Bothe, D.B.A.
Anderson University

Matt Boyne, Ed.D.
Pepperdine University

Stephen Christie, Ph.D.
Claremont Graduate University

Steven Cosentino, CPA, M.B.A.
San Diego State University

Julia Dare, Ph.D.
University of Southern California

Robert Gailey, Ph.D.
University of San Diego

Carl Hammond III, CPA, M.B.A.
San Diego State University

Carsten Hennings, D.B.A.
Anderson University

Kimberly Hogelucht, Ph.D.
University of San Diego

Liz Holbrook, CPA, M.S.A.
Liberty University

JC Hurtado-Prater, M.B.A.
Saint Joseph's College of Maine

Christina Kalberg, M.B.A.
Point Loma Nazarene University

Frank Marshall, D.B.A.
George Fox University

Mary Beth McCabe, D.B.A.
Alliant International University

Jamie McIlwaine, D.B.A.
Nova Southeastern University

Mandy Morrell, D.B.A.
Anderson University

Christopher Paik, Ph.D.
University of Miami

Randal Schober, Ed.D.
West Virginia University

Randy Waynick, Ph.D.
Capella University

Michael Wiese, Ph.D.
Loyola University of Chicago

Nick Wolf, M.B.A.
Point Loma Nazarene University

Computer Requirement

All majors must own a personal notebook computer for their program of study. The notebook computer is required upon entry into ACC 2001 - Principles of Financial Accounting.

Students Who Transfer or Change to a Business Program

Students who transfer or change to a business program as juniors or seniors (57 or more units), or students of any class standing who transfer in the lower division economics, accounting, and management course requirements (5 courses) will be required to take 3 units of upper division ACC/BUS/ECO/FIN/MGT/MKT in lieu of the BUS 1000 course requirement, excluding courses numbered 4089 and 4091.

To view requirements for majors, minors, and certificates, see the Degree Program Information (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/degree-program-information/>) page.

- Traditional Undergraduate Business (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/>)
 - Accounting, B.S. Business Administration (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/accounting-bs-business-administration/>)
 - Business Administration, B.A. (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/business-administration-ba/>)
 - Finance, B.S. Business Administration (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/finance-bs-business-administration/>)
 - Information Systems (Fermanian School of Business), B.S. (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/information-systems-bs/>)
 - International Development, B.S. Business Administration (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/international-development-bs-business-administration/>)
 - Management, B.S. Business Administration (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/management-bs-business-administration/>)
 - Marketing, B.S. Business Administration (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/marketing-bs-business-administration/>)
 - Accounting Minor (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/accounting-minor/>)
 - Business Administration Minor (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/business-administration-minor/>)
 - Computer Technology - Business Minor (Business Majors) (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/computer-technology-business-minor/>)
 - Computer Technology - Marketing Minor (Business Majors) (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/computer-technology-marketing-minor/>)
 - Economics Minor (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/economics-minor/>)
 - Finance Minor (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/finance-minor/>)
 - International Development Minor (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/international-development-minor/>)
 - Marketing Minor (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/marketing-minor/>)
 - Nonprofit Organization Management Minor (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/nonprofit-organization-management-minor/>)
 - Public Relations Minor (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/public-relations-minor/>)
 - Science-Business Minor (Business Majors) (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/science-business-minor/>)
 - Science-Marketing Minor (Business Majors) (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/science-marketing-minor/>)

- Business Certificate (<https://pointloma-public.courseleaf.com/prior-catalogs/2022-2023/tug-catalog/colleges-schools-departments/fsb/tug-business/business-certificate/>)

Accounting

ACC 2000 Principles of Accounting for Non-Business Majors (3 Units)

This course presents an introduction to: (1) the theory and practice of financial accounting, including the measuring, recording, and reporting of business transactions for external uses, and (2) the study of managerial accounting, including the analysis of accounting information for planning and management decision-making. Topics include the understanding and preparation of financial statements and all related component sections, cost behavior, budgeting, time value of money, and performance measurement and evaluation techniques.

ACC 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.

Pre or Corequisite(s): BUS 1000

Recommended: Recommended for sophomores.

ACC 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): ACC 2001

Pre or Corequisite(s): MTH 1053 or MTH 1073, or consent of instructor for non-majors.

Recommended: Recommended for sophomores.

ACC 3050 Ethics in Accounting (3 Units)

This course provides students with the theoretical knowledge and practical framework to identify and deal with ethical conflicts that are encountered in the accounting profession. Topics include ethical principles and reasoning, core philosophies, virtues and justice, social responsibility, greed, corruption, collusion, fraud, earnings management, confidentiality, independence, moral seduction, and conflicts of interest.

Prerequisite(s): ACC 2002

ACC 3070 Intermediate Accounting I (3 Units)

This course provides a review of the accounting reporting process with an in-depth study of generally accepted accounting principles as they relate to assets and their related income statement accounts. Topics also include time value concepts and the recognition of revenue.

Prerequisite(s): ACC 2002, MTH 1053 or MTH 1073, or consent of instructor.

ACC 3071 Intermediate Accounting II (3 Units)

This course provides a review of the accounting reporting process with an in-depth study of generally accepted accounting principles as they relate to liabilities, stockholders' equity, and their related income statement accounts. Topics include special accounting problems, accounting for investments, dilutive securities, income taxes, post-retirement benefits, leases, and the statement of cash flows.

Prerequisite(s): ACC 3070

ACC 3075 Managerial Cost Accounting (3 Units)

A study of basic cost accounting concepts and procedures, with emphasis on the development, interpretation, and application of managerial accounting information for planning, control, and decision-making. Topics include financial statement analysis, break-even analysis, profit planning, product costing theories and systems, pricing and budgeting strategies, and project control tools in commercial and government cost accounting.

Prerequisite(s): ACC 2002

ACC 4010 Federal Tax Accounting I (3 Units)

A study of the basic Federal income tax laws as they relate primarily to individuals. Topics include gross income inclusions and exclusions, deductions for and from adjusted gross income, depreciation and cost recovery, gains and losses on property transactions, at-risk provisions and passive loss rules, tax determination, credits, exemptions, filing status, and tax planning.

Prerequisite(s): ACC 2002

ACC 4011 Federal Tax Accounting II (3 Units)

A study of Federal income tax laws as they primarily relate to corporations and partnerships. Topics include the components of the tax formula for corporations and partnerships, including organization and capital structure, redemptions, liquidations, and reorganizations. Additional topics include basic components and issues involving gift and estate taxation, multi-state tax allocation and apportionment, tax-exempt entities, tax planning, and tax administration.

Prerequisite(s): ACC 4010

ACC 4021 Advanced Accounting (3 Units)

This course prepares students in advanced accounting knowledge. Topics include multinational entities, partnerships, government entities, and not-for-profit organizations.

Prerequisite(s): ACC 3071

ACC 4025 Financial Statement Analysis and Valuation (3 Units)

An applications-oriented course designed to develop the tools essential to evaluate the performance and assess the value of companies from a decision maker's perspective. Topics include industry and competitive strategy analysis, accounting analysis, ratio analysis, forecasting, earnings and cash based valuation models, and equity and credit analysis.

Also offered as FIN 4025.

Prerequisite(s): FIN 3035 and Senior standing only.

ACC 4060 Auditing (3 Units)

A study of the attest functions of independent public accountants with emphasis on the philosophy of auditing. Topics include auditing standards, professional conduct, legal liability, internal control, audit evidence and techniques, and accountants' reporting responsibilities.

Prerequisite(s): ACC 3071 or consent of instructor; Senior standing only.

Pre or Corequisite(s): ACC 4021 or consent of instructor.

ACC 4089 Internship in Accounting (1-3 Units)

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

May be repeated for a maximum of six (6) units. Credit/No Credit.

Prerequisite(s): BUS 3013, Junior or Senior Standing, and consent of instructor.

"C" Designation is for California Internships. "E" Designation is for Out of State Internships.

ACC 4090 Special Topics in Accounting (3 Units)

Study in a special topic to be determined by the school.

May be repeated for a maximum of six (6) units.

Prerequisite(s): Consent of instructor.

Open to juniors and seniors only.

ACC 4091 Independent Studies in Accounting (1-3 Units)

An intensive study of a selected topic under the direction of an instructor.

May be repeated for a maximum of six (6) units.

Prerequisite(s): Consent of instructor; qualified students as well as the proposal for the study must be approved by the departmental instructor(s) and the school dean.

Course is open to upper-division students.

Business

BUS 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.

Prerequisite(s): Restricted to Freshmen and Sophomores or consent of instructor.

Students who transfer or change to a business program as juniors or seniors (57 or more units), or students of any class standing who transfer in the lower-division economics, accounting, and management course requirements (5 courses) will be required to take 3 units of upper-division ACC/BUS/ECO/FIN/MGT/MKT in lieu of the BUS 1000 course requirement, excluding courses numbered 4089 and 4091.

BUS 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.

BUS 3013 Business Communications (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.

Prerequisite(s): WRI 1010 or equivalent.

BUS 3040 Real Estate Principles and Practices (3 Units)

This course provides an overview of real estate principles and practices. Topics include the economics of the real estate market, ownership and transfer of property, contracts, lessor and lessee relationships, escrow and title insurance, real estate finance, appraisal methodologies, agency, government control, taxes, management and development.

BUS 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.

Prerequisite(s): Junior or Senior standing or consent of instructor.

BUS 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): MGT 2012

BUS 4089 Internship in Business (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 online e-portfolio including cover letter, resume, letters of recommendation, personal background, target industry information, work samples, and internship reports/evaluations.

May be repeated for a maximum of six (6) units. Credit/No Credit.

Prerequisite(s): BUS 3013, Junior or Senior standing, and consent of instructor.

"C" Designation is for California Internships. "E" Designation is for Out of State Internships.

BUS 4090 Special Topics in Business Administration (3 Units)

Study in a special topic to be determined by the school.

May be repeated for a maximum of six (6) units.

Prerequisite(s): Junior or Senior standing and consent of instructor.

BUS 4091 Independent Studies in Business Administration (1-3 Units)

An intensive study of a selected topic under the direction of an instructor. Qualified students as well as the proposal for the study must be approved by the departmental instructor(s) and the school dean. Course is open to upper-division students.

May be repeated for a maximum of six (6) units.

Prerequisite(s): Consent of instructor.

Economics

ECO 1000 Survey of Economics (FE) (3 Units)

A survey of economics including both macroeconomics and microeconomics for non-majors. A general understanding of economic systems, markets, exchange, consumer and producer behavior, resource efficiency, the role of government, money and banking, economic stabilization, economic opportunity, income inequality and the global economy, with primary focus on economic problems and applications to global, national and personal issues.

Prerequisite(s): MTH 0099 or equivalent.

ECO 1001 Principles of Macroeconomics (FE) (3 Units)

This course provides an understanding of fundamental principles governing production, distribution, and exchange of wealth with emphasis on current economic problems, for business majors. Topics include national income determination, fiscal policy, monetary policy, economic stabilization policy, international linkages, balance of payment issues, exchange rate determination and international trade.

Prerequisite(s): MTH 0099 or equivalent.

ECO 1002 Principles of Microeconomics (FE) (3 Units)

This course provides fundamental principles governing production, distribution, and exchange of wealth with emphasis on current economic problems, for business majors. Topics include consumer choice theory, decision-making of firms based on costs and revenues, income determination and distribution, market structures, market failures, the economic role of government, and globalization.

Prerequisite(s): MTH 0099 or equivalent.

ECO 3015 Theories of Economic Development (3 Units)

A globally focused course exploring economic development in-depth and considering how the poorest half of the world's population lives. Topics include population growth, healthcare and education services, political organizations, agricultural challenges, business, finance, and core economic theories from historic and modern eras. The topics are considered at different levels, including the family, community, national, regional, and global levels. Considerations of poverty and poverty alleviation approaches are investigated for effectiveness and potential application.

Prerequisite(s): ECO 1001 and ECO 1002 or consent of instructor.

ECO 3080 Money and Banking (3 Units)

This course provides an understanding of the financial system, monetary policy, financial institutions, central banks and financial stability. Topics include an analysis of banking and monetary theory, the function and impact of money, credit, and banking on the economic system, government fiscal policies, and how interest rates are determined.

Prerequisite(s): ECO 1001

ECO 4040 The Economics of Race, Class, and Gender (WS) (3 Units)

A study of economic issues pertaining to race, class and gender, including economic status, poverty and inequality. Factors influencing economic status and opportunity, such as culture, family composition, education, work, labor market discrimination, economic value, and macroeconomic variables are considered. Alternative perspectives on causes of poverty and inequality are examined, and feminist economic thought is discussed.

Prerequisite(s): ECO 1000 or ECO 1001 or ECO 1002 or consent of instructor.

ECO 4070 Contemporary Development Planning (3 Units)

This course explores the role of development planning in a Global South context. Topics include consideration of historic approaches to development planning, the United Nations' Sustainable Development Goals, current market-driven, innovative approaches to alleviate poverty, and ways businesses and nonprofits can support the involvement and voices of people at the localized, grass-roots level for planning purposes. The effectiveness of different strategies and approaches to development planning policies and programs are also explored.

Prerequisite(s): ECO 1001 and ECO 1002

ECO 4090 Special Studies in Economics (3 Units)

Study in a special topic to be determined by the school. Open to Juniors and Seniors only.

May be repeated for a maximum of six (6) units.

Prerequisite(s): Consent of instructor.

ECO 4091 Independent Studies in Economics (3 Units)

An intensive study of a selected topic under the direction of an instructor. Qualified students as well as the proposal for study must be approved by the departmental instructor(s) and the school dean. Course is open to upper-division students.

May be repeated for a maximum of six (6) units.

Prerequisite(s): Consent of instructor.

Finance

FIN 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): ECO 1002, MTH 1053 or MTH 1073, MTH 2003 and ACC 2002 or consent of instructor for non-majors.

FIN 3085 Intermediate Finance (3 Units)

This course provides a study of the major decision-making areas of financial management at an intermediate level, including cost of capital, capital budgeting, dividend policy and forecasting. Advanced topics include business valuation, mergers and acquisitions, bankruptcy and reorganization, securities offerings and finance for emerging businesses. Case studies will be used to apply concepts to business situations.

Prerequisite(s): FIN 3035

FIN 4015 Investments (3 Units)

A study of the principles and techniques of security and investment analysis. Topics include securities markets, risk and return, modern portfolio theory, investing in common stocks and fixed-income securities, portfolio management and derivative securities, including options and futures.

Prerequisite(s): FIN 3035

FIN 4025 Financial Statement Analysis and Valuation (3 Units)

An applications-oriented course designed to develop the tools essential to evaluate the performance and assess the value of companies from a decision maker's perspective. Topics include industry and competitive strategy analysis, accounting analysis, ratio analysis, forecasting, earnings and cash based valuation models, and equity and credit analysis.

Also offered as ACC 4025.

Prerequisite(s): FIN 3035 and Senior standing only.

FIN 4035 International Finance (3 Units)

A study of the principles and practices at the core of multinational finance, including the financial issues faced by corporations operating in an international environment. Topics include the global financial environment, foreign exchange markets and instruments, financing global firms, multinational capital budgeting and international portfolio diversification.

Prerequisite(s): FIN 3035

FIN 4090 Special Topics in Finance (3 Units)

Study in a special topic to be determined by the school. Open to Juniors and Seniors only.

May be repeated for a maximum of six (6) units.

Prerequisite(s): Consent of instructor

FIN 4091 Independent Studies In Finance (1-3 Units)

An intensive study of a selected topic under the direction of an instructor. Qualified students as well as the proposal for study must be approved by the departmental instructor(s) and the school dean. Course is open to upper-division students.

May be repeated for a maximum of six (6) units.

Prerequisite(s): Consent of instructor

Management

MGT 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.

Prerequisite(s): BUS 1000

MGT 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): MGT 2012

MGT 3050 Enactus Practicum (0.5-1 Units)

This course provides students with practical experience in integrating entrepreneurial action and business knowledge through sustainable, service-oriented projects. Students will collaborate with faculty and local organizations and participate in regional and national competitions under the guidance of a faculty advisor. Credit determined by level of participation.

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

Enrollment by application. Sophomore, Junior, or Senior standing only.

MGT 3061 Sourcing Management (3 Units)

This course provides an understanding of the critical role that procurement and planning play in an organization's supply chain. Students will explore the role of purchasing, order management, metrics, performance, contracts, the intelligent supply chain, and ethical/sustainable sourcing. The overall impact of human capital and strategy in a supply chain will also be addressed.

Prerequisite(s): MGT 2012

MGT 3062 Logistics Management (3 Units)

This course provides an understanding of the fundamentals of logistics in a supply chain. Students will learn about the full logistics life cycle including how transportation and warehousing contribute to organizational success. Students will also explore the role of distribution, quality control, material flow, IT systems, packaging and sustainability within a supply chain strategy.

Prerequisite(s): MGT 3061 or consent of instructor.

MGT 3074 Human Resource 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): MGT 2012

MGT 3081 Creativity and Innovation (3 Units)

This course provides an understanding of the critical role of creativity and innovation in the development of new products or services. Students will explore how to develop an entrepreneurial mindset and an innovative culture within an organizational structure. The overall impact of ideation and how to implement and/or commercialize an innovative idea will also be addressed.

Prerequisite(s): MGT 2012

MGT 3082 Applied Entrepreneurship (3 Units)

This course provides an understanding and application of the fundamentals of entrepreneurship and the entrepreneurial mindset. Students will learn the series of steps required to take an original idea to a sustainable business concept. In addition, students using an intrapreneurial mindset will collaborate with a local business to add value to their existing business strategy. Students will apply factors that are involved in a startup environment including opportunity recognition, competitive forces, venture context, risk and the importance of human capital for entrepreneurial success.

Prerequisite(s): MGT 3081 or consent of instructor.

MGT 4012 Leadership Theory and Practice (3 Units)

This course provides an investigation and review of a wide variety of leadership concepts, practices and theories. Topics include the role of leadership in organizations, the historical examination of various leadership models, the contributions of leaders to a modern society, and an examination of biblical leadership. Emphasis will be placed on practical applications of leadership.

Pre or Corequisite(s): MGT 3020

MGT 4070 Nonprofit Organization Management (3 Units)

This course applies management principles to nonprofit organizations. Topics include managing volunteers, advising board of directors, accounting, investment, financial management, marketing, fund raising, ethics and responsibility to society and donors.

Prerequisite(s): MGT 2012 or consent of instructor and Senior standing only.

MGT 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.

Prerequisite(s): MTH 2003 or consent of instructor and Senior standing only.

Pre or Corequisite(s): MGT 3020 and MGT 3074

MGT 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.

Pre or Corequisite(s): FIN 3035, MGT 4088L, and Senior standing.

MGT 4088L Strategic Management Lab (0 Units)

This lab is a required companion to the MGT4088 capstone course for seniors in the Fermanian School of Business. The lab consists of a comprehensive exam assessing knowledge in business disciplines. Students must pass the exam in order to graduate. Students who do not pass the exam will be required to complete a comprehensive project under the supervision of the Dean of the Fermanian School of Business (or the Dean's designee).

Pre or Corequisite(s): MGT 4088

MGT 4090 Special Topics in Management (3 Units)

Study in a special topic to be determined by the school. Open to juniors and seniors only.

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

Prerequisite(s): Consent of instructor.

MGT 4091 Independent Studies in Management (1-3 Units)

An intensive study of a selected topic under the direction of an instructor. Qualified students as well as the proposal for study must be approved by the departmental instructor(s) and the school dean. Course is open to upper-division students.

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

Prerequisite(s): Consent of instructor.

Marketing

MKT 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.

MKT 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): MKT 3032

MKT 3036 Integrated Marketing and Sales Communication (3 Units)

A study of the marketing and sales communications 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): MKT 3032

MKT 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): MKT 3032

MKT 4032 Marketing Research and Analytics (3 Units)

A study of various methods for gathering, analyzing, and reporting data to support data-driven marketing decisions. Topics include qualitative and quantitative research methods, data sources and collection methods to gain insights, interpret data and convert data into marketing decisions. Students will learn to evaluate different analytics approaches and will gain hands-on practice gathering and analyzing digital data sets containing both structured and unstructured data.

Prerequisite(s): MTH 2003 or consent of instructor and MKT 3032.

MKT 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): MKT 3032 and MKT 3050

MKT 4060 Marketing Strategy (3 Units)

This course is designed as a capstone course in the Marketing major to develop skills in strategic marketing management. Various "lab" experiences and client work provides practical ability to uncover of market/societal problem and need, connect insights to achieve a marketing objective, activation of appropriate marketing strategy and tactics, and the measurement of results. Special emphasis will be given to market analysis and marketing strategy formulation, marketing ethics and social responsibility, and career development in marketing.

Prerequisite(s): MKT 3032, MKT 3033, MKT 3036, MKT 3050, MKT 4032, and MKT 4050; Senior standing only.

MKT 4090 Special Topics in Marketing (3 Units)

Study in a special topic to be determined by the school. Open to juniors and seniors only.

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

Prerequisite(s): Consent of instructor.

MKT 4091 Independent Studies in Marketing (1-3 Units)

An intensive study of a selected topic under the direction of an instructor. Qualified students as well as the proposal for study must be approved by the departmental instructor(s) and the school dean. Course is open to upper-division students.

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

Prerequisite(s): Consent of instructor.