

# Business

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In support of the University's mission, the department prepares students to engage in a life of servant leadership characterized by lifelong learning, innovation, excellence, and ethics in organizations around the world.

As an expression of Taylor's multi-dimensional education philosophy, the department offers majors in Accounting, Finance, Management, Marketing, and Sport Management. Minors are available in Accounting, Economics, Innovation and Entrepreneurship, Finance, Management, Marketing, and Sport Management.

All business curriculum courses combine theory, principles, techniques, and practical applications to enhance graduates' employment opportunities and serve as a solid groundwork for graduate studies. The relevance of Christian faith through current, real-world situations is emphasized in classes, field trips, and expert Christian guest lecturers. Team development and business projects are available in selected business courses; a practicum experience is required of all business students. Development of communication skills, both written and oral, is emphasized. Many classes give attention to problem solving and quantitative analysis.

Formal acceptance into the Taylor University Business Department is a process that occurs by application after completing 30 credit hours of college coursework including four business prerequisite classes. Your college record serves as a predictor of success and acceptance will be based on academic performance as well as leadership and engagement. In addition to seeking students with strong academic records overall, we select candidates who display academic aptitude for business coursework by strong performance in business pre-admission courses and show evidence of leadership promise through involvement in diverse activities and strong essays. Prior to acceptance, selected major is tentative pending formal acceptance into the department. Criteria and the process for acceptance are available in the department office.

In the summer following a student's junior year, a practicum/internship for four credit hours is required of all majors except Sport Management.

Graduation requirements in the majors include passing all courses within the major with grades of C- or better. Any major course with a grade below C- must be repeated before subsequent sequential courses may be taken. All major courses (including electives) must be passed with a grade of C- or better. Seniors must pass a senior comprehensive examination in their major.

The Accounting, Finance, Management, and Marketing majors are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

## Accounting

The Accounting major is designed to prepare students for accounting and financial careers in public accounting, business, government, education and nonprofit organizations. The program presents accounting theory and practice, current developments and ethical considerations discussed in a Christian context. Students are taught how to develop, analyze and interpret financial plans and results and to provide management information in the most useful manner. Guided by faculty advisors, students may pursue programs leading toward certification in public accounting or management accounting. Most states require completion of 150 credit hours before being licensed as a Certified Public Accountant, with some states requiring 150 credit hours before being eligible to sit for the CPA examination. Many students achieve the 150 hours by utilizing Interterm all four years, thereby avoiding the cost and time of a fifth-year Masters program.

### Accounting (BS)

The Bachelor of Science degree with a major in Accounting requires 82-84 major hours. *All major courses must be completed with a grade of C- or better and are included in the major GPA.*

#### Business Core Requirements

ACC 241	3	Accounting Principles I
ACC 242	3	Accounting Principles II
ECO 201	3	Principles of Microeconomics
ECO 202	3	Principles of Macroeconomics
FIN 361	3	Corporate Finance
MGT 201	3	Introduction to Business
MGT 311	3	Business Law
MGT 352	3	Management Analysis and Practice
MGT 452	3	Strategic Management
MKT 231	3	Principles of Marketing

#### Accounting Core

ACC 303	3	Cost Accounting
ACC 308	3	Integrated Accounting Systems
ACC 341	4	Intermediate Accounting I
ACC 342	4	Intermediate Accounting II
ACC 405	3	Auditing I (with Data Analytics)
ACC 406	3	Auditing II (with Data Analytics)
ACC 416	4	Advanced Accounting
ACC 442	3	Federal Taxes I
<i>Select 6 hours (3 hours if taking ACC 394) from the following:</i>		
ACC 353	3	Fraud Examination
ACC 370	3	Selected Topics (approved of advisor)
ACC 381	3	Governmental and Non-profit Accounting
ACC 443	3	Federal Taxes 2
ACC 475	6	CPA Topics and Certification
FIN 330	3	Investments
<i>Select one option from the following:</i>		
ACC 393	4	Practicum
ACC 394	9	Extended Internship

#### Additional Major Requirements

MAT 151	4	Calculus I
MAT 210	4	Introductory Statistics
MGT 260	3	Business Systems Applications
SYS 120	4	Introduction to Problem Solving

## Accounting (BA)

The Bachelor of Arts degree with a major in Accounting requires 68-70 major hours and two years of one foreign language. All major courses must be completed with a grade of C- or better and are included in the major GPA.

### Business Core Requirements

ACC 241	3	Accounting Principles I
ACC 242	3	Accounting Principles II
ECO 201	3	Principles of Microeconomics
ECO 202	3	Principles of Macroeconomics
FIN 361	3	Corporate Finance
MGT 201	3	Introduction to Business
MGT 311	3	Business Law
MGT 352	3	Management Analysis and Practice
MGT 452	3	Strategic Management
MKT 231	3	Principles of Marketing

### Accounting Core

ACC 303	3	Cost Accounting
ACC 341	4	Intermediate Accounting I
ACC 342	4	Intermediate Accounting II
ACC 393	4	Practicum
ACC 405	3	Auditing I (with Data Analytics)
ACC 406	3	Auditing II (with Data Analytics)
ACC 416	4	Advanced Accounting
ACC 442	3	Federal Taxes I

### Additional Major Requirements

MAT 210	4	Introductory Statistics
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Select one course from the following:

MGT 260	3	Business Systems Applications (recommended)
SYS 120	4	Introduction to Problem Solving

Select one course from the following:

MAT 110	3	Finite Mathematics (recommended)
MAT 151	4	Calculus I

## Accounting/Systems (BS)

The Bachelor of Science degree with a major in Accounting/Systems requires 70-72 major hours and curriculum requirements in information systems and analytics. All major courses, including information systems and analytics curriculum courses, must be completed with a grade of C- or better and are included in the major GPA.

### Business Core Requirements

ACC 241	3	Accounting Principles I
ACC 242	3	Accounting Principles II
ECO 201	3	Principles of Microeconomics
ECO 202	3	Principles of Macroeconomics
FIN 361	3	Corporate Finance
MGT 201	3	Introduction to Business
MGT 311	3	Business Law
MGT 352	3	Management Analysis and Practice
MGT 452	3	Strategic Management
MKT 231	3	Principles of Marketing

### Accounting Core

ACC 303	3	Cost Accounting
ACC 341	4	Intermediate Accounting I
ACC 342	4	Intermediate Accounting II
ACC 393	4	Practicum
ACC 405	3	Auditing I (with Data Analytics)
ACC 406	3	Auditing II (with Data Analytics)
ACC 416	4	Advanced Accounting
ACC 442	3	Federal Taxes I

### Additional Major Requirements

MAT 151	4	Calculus I
MAT 210	4	Introductory Statistics
SYS 120	4	Introduction to Problem Solving

### Information Systems and Analytics Curriculum Requirements

COS 143	3	Interactive Webpage Development
COS 326	3	Data Visualization
MAT 151	4	Calculus I
MAT 382	3	Advanced Statistical Methods
SYS 101	3	Introduction to Systems
SYS 390	3	Information Systems Analysis
SYS 394	4	Information Systems Design

Select one course<sup>i</sup> from the following:

COS 120	4	Introduction to Computational Problem Solving
SYS 120	4	Introduction to Problem Solving

Select one course<sup>i</sup> from the following:

PSY 425	3	Industrial-Organizational Psychology
SYS 330	3	Human Relations in Organizations

Select one course<sup>i</sup> from the following:

MAT 311	3	Introduction to Data Science
MAT 401	3	Operations Research
SYS 402	3	Modeling and Simulation

Select one course<sup>i</sup> from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course<sup>i</sup> from the following:

ACC 393	3-4	Practicum
SYS 393	3-4	Practicum

### Electives

Select at least 3 additional hours of electives<sup>i</sup>, in addition to those required in the major:

COS 121	4	Foundations of Computer Science
ENT 422	3	New Venture Planning
MGT 403	3	Operations Management
SYS 214	3	Principles of Human Computer Interaction
SYS 310	3	E-Commerce

<sup>i</sup>Selection may depend on major.

## Accounting Minor

The Accounting minor recognizes attainment of a sound, working knowledge of accounting in addition to another major field of study and requires 23-24 hours. All minor courses must be completed with a grade of C- or better and are included in the minor GPA.

### Minor Requirements

ACC 241	3	Accounting Principles I
ACC 242	3	Accounting Principles II
ACC 303	3	Cost Accounting
ACC 341	4	Intermediate Accounting I
ACC 342	4	Intermediate Accounting II
ACC 442	3	Federal Taxes I

Select one course from the following:

ACC 370	3	Selected Topics (approved by advisor)
ACC 443	3	Federal Taxes 2
MGT 260	3	Business Systems Applications
SYS 120	4	Introduction to Problem Solving

## Finance

A major in Finance prepares students for careers in corporate and personal finance, investments, and banking. Other possible career paths include insurance and money management. The curriculum focuses on the analytical, functional, and technical skills necessary to enter these professional settings.

### Finance (BS)

The Bachelor of Science degree with a major in Finance requires 70 hours. All major courses must be completed with a grade of C- or better and are included in the major GPA.

#### Business Core Requirements

ACC 241	3	Accounting Principles I
ACC 242	3	Accounting Principles II
ECO 201	3	Principles of Microeconomics
ECO 202	3	Principles of Macroeconomics
FIN 361	3	Corporate Finance
MGT 201	3	Introduction to Business
MGT 311	3	Business Law
MGT 352	3	Management Analysis and Practice
MGT 452	3	Strategic Management
MKT 231	3	Principles of Marketing

#### Finance Core Requirements

FIN 330	3	Investments
FIN 393	4	Practicum
FIN 395	1	Professional Ethics in Finance

#### Additional Major Requirements

ACC 442	3	Federal Taxes I
ECO 428	3	Money and Banking
FIN 294	3	Personal Financial Planning
FIN 350	3	Financial Markets and Institutions
FIN 372	3	Risk Management and Insurance
FIN 431	3	Security Analysis and Portfolio Management
MAT 151	4	Calculus I
MAT 210	4	Introductory Statistics
MGT 260	3	Business Systems Applications

#### Electives

Select 3 hours from the following:

ECO 331	3	Intermediate Microeconomics
ECO 332	3	Intermediate Macroeconomics
FIN 340	3	Real Estate
FIN 375	3	Financial Data Analysis
FIN 390	3	Behavioral Finance
FIN 474	3	Estate Planning

### Finance Minor

The Finance minor requires 22 hours. Additional prerequisite hours are required. All minor courses must be completed with a grade of C- or better and are included in the minor GPA.

#### Minor Requirements

FIN 294	3	Personal Financial Planning
FIN 330	3	Investments
FIN 350	3	Financial Markets and Institutions
FIN 361	3	Corporate Finance

#### Electives

Select 10 hours from the following:

ACC 442	3	Federal Taxes I
ECO 428	3	Money and Banking
FIN 340	3	Real Estate
FIN 372	3	Risk Management and Insurance
FIN 375	3	Financial Data Analysis
FIN 390	3	Behavioral Finance
FIN 395	1	Professional Ethics in Finance
FIN 431	3	Security Analysis and Portfolio Management
FIN 474	3	Estate Planning

## Management

The Management program teaches students how to motivate people, improve decision-making processes, and communicate effectively as leaders. The industry demands managers who are willing to sacrifice and serve for the greater good, attributes considered core to our Management major. A major in Management prepares students for careers in human resource management, operations management, supply chain/logistics, and general management in a variety of fields including sales, non-profit, hospitality, healthcare, finance, and real estate.

### Management (BA)

The Bachelor of Arts degree with a major in Management requires two years of one foreign language and 62-71 hours in the major. An optional concentration in Human Resource Management may be added. All major courses must be completed with a grade of C- or better and are included in the major GPA.

#### Business Core Requirements

ACC 241	3	Accounting Principles I
ACC 242	3	Accounting Principles II
ECO 201	3	Principles of Microeconomics
ECO 202	3	Principles of Macroeconomics
FIN 361	3	Corporate Finance
MGT 201	3	Introduction to Business
MGT 311	3	Business Law
MGT 352	3	Management Analysis and Practice
MGT 452	3	Strategic Management
MKT 231	3	Principles of Marketing

#### Management Core

ENT 422	3	New Venture Planning
HRM 362	3	Human Resource Management
HRM 462	3	Organizational Behavior and Development
MGT 393	4	Practicum
MGT 403	3	Operations Management

#### Management Electives

Select one course from the following:

ENT 381	3	Global Entrepreneurship and Business as Missions
ITB 375	3	International Business
ITB 381	3-4	International Business Study Tour
MKT 380	3	International Marketing

Select one (300-/400-level) elective totaling a minimum of 3 hours from the following areas: ACC, ECO, ENT, FIN, HRM, ITB, MGT, MKT, SYS, or complete a concentration in Human Resource Management.

#### Additional Major Requirements

MAT 210	4	Introductory Statistics
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Select one course from the following:

MGT 260	3	Business Systems Applications (recommended for BA)
SYS 120	4	Introduction to Problem Solving (recommended for BS)

Select one course from the following:

MAT 110	3	Finite Mathematics (recommended for BA)
MAT 151	4	Calculus I (recommended for BS)

**Concentration**—Students may select an optional concentration:

#### Human Resource Management

HRM 365	3-6	SHRM Student Chapter
HRM 472	3	Human Resources Management Topics and Cases

## Management/Systems (BS)

The Bachelor of Science degree with a major in Management/Systems requires the 62-71 major hours plus curriculum requirements in information systems and analytics. *An optional concentration in Human Resource Management may be added. All major courses, including information systems and analytics curriculum courses, must be completed with a grade of C- or better and are included in the major GPA.*

### Information Systems and Analytics Curriculum Requirements

COS 143	3	Interactive Webpage Development
COS 326	3	Data Visualization
MAT 151	4	Calculus I
MAT 382	3	Advanced Statistical Methods
SYS 101	3	Introduction to Systems
SYS 390	3	Information Systems Analysis
SYS 394	4	Information Systems Design

Select one course<sup>†</sup> from the following:

COS 120	4	Introduction to Computational Problem Solving
SYS 120	4	Introduction to Problem Solving

Select one course<sup>†</sup> from the following:

PSY 425	3	Industrial-Organizational Psychology
SYS 330	3	Human Relations in Organizations

Select one course<sup>†</sup> from the following:

MAT 311	3	Introduction to Data Science
MAT 401	3	Operations Research
SYS 402	3	Modeling and Simulation

Select one course<sup>†</sup> from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course<sup>†</sup> from the following:

MKT 393	3-4	Practicum
SYS 393	3-4	Practicum

### Electives

Select at least 3 additional hours of electives<sup>†</sup>, in addition to those required in the major:

COS 121	4	Foundations of Computer Science
SYS 214	3	Principles of Human Computer Interaction
SYS 310	3	E-Commerce

<sup>†</sup>Selection may depend on major.

## Management Minor

The Management minor requires 24 hours. *All minor courses must be completed with a grade of C- or better and are included in the minor GPA.*

### Minor Requirements

ACC 241	3	Accounting Principles I
MGT 201	3	Introduction to Business
MGT 311	3	Business Law
MGT 352	3	Management Analysis and Practice
MKT 231	3	Principles of Marketing

Select three courses from:

ENT 422	3	New Venture Planning
HRM 362	3	Human Resource Management
HRM 462	3	Organizational Behavior and Development
MGT 403	3	Operations Management
MGT 442	3	Business Ethics

## Marketing

An integral part of any organization, the Marketing program teaches students how to create, communicate, and deliver satisfying exchanges that have value to customers, clients, partners, and society at large. A major in Marketing prepares students for careers in a variety of fields including advertising, brand management, customer relations, digital analytics, logistics, product management, purchasing, retailing, sales, social media, and market research.

## Marketing (BA)

The Bachelor of Arts degree with a major in Marketing requires two years of one foreign language and 62-64 hours. *All major courses must be completed with a grade of C- or better and are included in the major GPA.*

### Business Core Requirements

ACC 241	3	Accounting Principles I
ACC 242	3	Accounting Principles II
ECO 201	3	Principles of Microeconomics
ECO 202	3	Principles of Macroeconomics
FIN 361	3	Corporate Finance
MGT 201	3	Introduction to Business
MGT 311	3	Business Law
MGT 352	3	Management Analysis and Practice
MGT 452	3	Strategic Management
MKT 231	3	Principles of Marketing

### Marketing Core

MKT 390	3	Digital Marketing
MKT 393	4	Practicum
MKT 410	3	Marketing Research
MKT 445	3	Best Practices in Marketing
MKT 460	3	Consumer Behavior

### Marketing Electives

Select 6 additional hours from the following:

CAC 345	3	Social Media Strategy
ENT 310	3	Creativity and Concept Development
MKT 312	3	Professional Selling
MKT 313	3	Services and Experience Marketing
MKT 380	3	International Marketing
MKT 412	3	Integrated Marketing Communications
MKT 430	3	Advanced Digital Marketing
MKT 451	3	Marketing Technologies
PBR 261	3	Introduction to Public Relations

### Additional Major Requirements

MAT 210	4	Introductory Statistics
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Select one course from the following:

MGT 260	3	Business Systems Applications (recommended for BA)
SYS 120	4	Introduction to Problem Solving (recommended for BS)

Select one course from the following:

MAT 110	3	Finite Mathematics (recommended for BA)
MAT 151	4	Calculus I (recommended for BS)

## Marketing/Systems (BS)

The Bachelor of Science degree with a major in Marketing/Systems requires the 62-64 major hours plus curriculum requirements in information systems and analytics. All major courses, including information systems and analytics curriculum courses, must be completed with a grade of C- or better and are included in the major GPA.

### Information Systems and Analytics Curriculum Requirements

COS 143	3	Interactive Webpage Development
COS 326	3	Data Visualization
MAT 151	4	Calculus I
MAT 382	3	Advanced Statistical Methods
SYS 101	3	Introduction to Systems
SYS 390	3	Information Systems Analysis
SYS 394	4	Information Systems Design

Select one course<sup>†</sup> from the following:

COS 120	4	Introduction to Computational Problem Solving
SYS 120	4	Introduction to Problem Solving

Select one course<sup>†</sup> from the following:

PSY 425	3	Industrial-Organizational Psychology
SYS 330	3	Human Relations in Organizations

Select one course<sup>†</sup> from the following:

MAT 311	3	Introduction to Data Science
MAT 401	3	Operations Research
SYS 402	3	Modeling and Simulation

Select one course<sup>†</sup> from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course<sup>†</sup> from the following:

MKT 393	3-4	Practicum
SYS 393	3-4	Practicum

### Electives

Select at least 3 additional hours of electives<sup>†</sup>, in addition to those required in the major:

COS 121	4	Foundations of Computer Science
ENT 422	3	New Venture Planning
MGT 403	3	Operations Management
SYS 214	3	Principles of Human Computer Interaction
SYS 310	3	E-Commerce

<sup>†</sup>Selection may depend on major.

## Marketing Minor

The Marketing minor requires 25 hours. All minor courses must be completed with a grade of C- or better and are included in the minor GPA.

### Minor Requirements

MAT 210	4	Introductory Statistics
MGT 201	3	Introduction to Business
MKT 231	3	Principles of Marketing
MKT 445	3	Best Practices in Marketing
MKT 460	3	Consumer Behavior

Select three courses from the following:

MKT 312	3	Professional Selling
MKT 313	3	Services and Experience Marketing
MKT 380	3	International Marketing
MKT 390	3	Digital Marketing
MKT 410	3	Marketing Research
MKT 412	3	Integrated Marketing Communications
MKT 430	3	Advanced Digital Marketing
MKT 451	3	Marketing Technologies

## Sport Management

The Sport Management major blends two disciplines: business and sport. This major addresses the Taylor emphasis on Christian service in the growing area of sport business. The student will learn to identify and understand the internal and external factors that shape sports in a culture, apply management skills, and evaluate the goals of a variety of sport organizations (high school, college, and professional), and be able to apply fundamental business concepts to the sports industry. The student majoring in Sport Management will become familiar with the various agencies governing sports from the professional, collegiate, high school, and amateur levels. An internship is required for both baccalaureate degrees in Sport Management.

## Sport Management (BA)

The Bachelor of Arts degree with a major in Sport Management requires two years of one foreign language and 57-58 hours. All major courses must be completed with a grade of C- or better and are included in the major GPA.

### Major Requirements

ACC 241	3	Accounting Principles I
ECO 201	3	Principles of Microeconomics
JRN 230	3	Introduction to Sports Writing
KIN 220	3	Principles of Coaching
MGT 311	3	Business Law
MKT 231	3	Principles of Marketing
SMA 115	3	Introduction to Sport Management
SMA 210	3	Introduction to Sport Technology and Analytics
SMA 350	3	Sport Management
SMA 351	3	Sport Public Relations
SMA 352	3	Event and Facility Management
SMA 354	3	Sport Finance
SMA 393A	1	Practicum
SMA 393B	1	Practicum
SMA 430	3	Legal Issues in Sport
SMA 480	3	Seminar
SMA 492	4	Internship

Select one course from the following:

MAT 110	3	Finite Mathematics (recommended)
MAT 151	4	Calculus I

### Electives

Select 6 hours of electives from:

ECO 202	3	Principles of Macroeconomics
ENT 422	3	New Venture Planning
FIN 361	3	Corporate Finance
HRM 362	3	Human Resources Management
HRM 462	3	Organizational Behavior and Development
JRN 115	3	Introduction to Media Writing
JRN 225	3	Foundations of Photojournalism
KIN 472	2	Psychology of Coaching
LGS 250	3	Law and Society
LGS 441	3	Principles of Legal Analysis
MAT 210	4	Introductory Statistics
MGT 352	3	Management Analysis and Practice
MGT 442	3	Business Ethics
MGT 452	3	Strategic Management
MKT 312	3	Professional Selling
MKT 410	3	Marketing Research
MKT 412	3	Integrated Marketing Communications
PBR 261	3	Introduction to Public Relations
PBR 455	3	Event and Venue Planning
PSY 220	3	Sport Psychology
YMI 315	3	Youth Culture and Issues

## Sport Management (BS)

The Bachelor of Science degree with a major in Sport Management requires 67-68 hours. *All major courses must be completed with a grade of C- or better and are included in the major GPA.*

### Major Requirements

ACC 241	3	Accounting Principles I
ECO 201	3	Principles of Microeconomics
JRN 230	3	Introduction to Sports Writing
KIN 220	3	Principles of Coaching
MGT 311	3	Business Law
MKT 231	3	Principles of Marketing
SMA 115	3	Introduction to Sport Management
SMA 210	3	Introduction to Sport Technology and Analytics
SMA 350	3	Sport Management
SMA 351	3	Sport Public Relations
SMA 352	3	Event and Facility Management
SMA 354	3	Sport Finance
SMA 393A	1	Practicum
SMA 393B	1	Practicum
SMA 430	3	Legal Issues in Sport
SMA 480	3	Seminar
SMA 492	4	Internship

### Additional Major Requirements

MAT 210	4	Introductory Statistics
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Select one course from the following:

MAT 110	3	Finite Mathematics (recommended)
MAT 151	4	Calculus I

Select one course from the following:

MGT 260	3	Business Systems Applications (recommended)
SYS 101	3	Introduction to Systems

### Electives

Select 9 hours of electives from:

ECO 202	3	Principles of Macroeconomics
ENT 422	3	New Venture Planning
FIN 361	3	Corporate Finance
HRM 362	3	Human Resources Management
HRM 462	3	Organizational Behavior and Development
JRN 115	3	Introduction to Media Writing
JRN 225	3	Foundations of Photojournalism
KIN 472	2	Psychology of Coaching
LGS 250	3	Law and Society
LGS 441	3	Principles of Legal Analysis
MGT 352	3	Management Analysis and Practice
MGT 442	3	Business Ethics
MGT 452	3	Strategic Management
MKT 312	3	Professional Selling
MKT 410	3	Marketing Research
MKT 412	3	Integrated Marketing Communications
PBR 261	3	Introduction to Public Relations
PBR 455	3	Event and Venue Planning
PSY 220	3	Sport Psychology
YMI 315	3	Youth Culture and Issues

## Sport Management Minor

The department offers a 20-hour Sport Management minor. *All minor courses must be completed with a grade of C- or better and are included in the minor GPA.*

### Minor Requirements

SMA 115	3	Introduction to Sport Management
SMA 350	3	Sport Management
SMA 351	3	Sport Public Relations
SMA 352	3	Event and Facility Management
SMA 393	2	Practicum

Select 6 hours from the following:

ACC 241	3	Accounting Principles I
ECO 201	3	Principles of Microeconomics
FIN 361	3	Corporate Finance
JRN 115	3	Introduction to Media Writing
JRN 230	3	Introduction to Sports Writing
KIN 220	3	Principles of Coaching
MGT 311	3	Business Law
MKT 231	3	Principles of Marketing
PBR 261	3	Introduction to Public Relations
SMA 210	3	Introduction to Sport Technology and Analytics
SMA 354	3	Sport Finance
SMA 430	3	Legal Issues in Sport

## Economics Minor

The Economics minor requires 18 credit hours. *All minor courses must be completed with a grade of C- or better and are included in the minor GPA.*

### Minor Requirements

ECO 201	3	Principles of Microeconomics
ECO 202	3	Principles of Macroeconomics

Select two courses from:

ECO 331	3	Intermediate Microeconomics
ECO 332	3	Intermediate Macroeconomics
ECO 333	3	History of Economic Thought

Select two additional courses from:

ECO 331	3	Intermediate Microeconomics
ECO 332	3	Intermediate Macroeconomics
ECO 333	3	History of Economic Thought
ECO 428	3	Money and Banking
ECO 442	3	Economic Development

## Certificate in Innovation and Entrepreneurship

The department awards a certificate in Innovation and Entrepreneurship to students in any baccalaureate major. Students are required to complete 13 credits and apply for the certificate within the Department of Business. *This certificate is awarded by the department and does not include a transcript entry.*

### Certificate Requirements

ENT 225	3	Exploring Innovation and Entrepreneurship
ENT 320	3	Transformational Entrepreneurship and Innovation
ENT 386	1	Founders Fellowship
ENT 422	3	New Venture Planning

### Electives

Select 3 hours from the list of electives located within the minor.

## Innovation and Entrepreneurship Minor

The Innovation and Entrepreneurship minor requires 19-20 credit hours. All minor courses must be completed with a grade of C- or better and are included in the minor GPA.

### Minor Requirements

ENT 225	3	Exploring Innovation and Entrepreneurship
ENT 310	3	Creativity and Concept Development
ENT 320	3	Transformational Entrepreneurship and Innovation
ENT 386	1	Founders Fellowship
ENT 393	3-4	Practicum
ENT 422	3	New Venture Planning

### Electives

Select 3 hours from the following:

ART 154	1	Digital Tools: Illustrator	FMA 358	3	Sundance Study Trip
ART 156	1	Digital Tools: Photoshop	FMA 365	3	Inside the Entertainment Industry
ART 157	1	Digital Tools: InDesign	FMA 430	3	Producing for Clients
ART 356	4	Web Design	ITB 381	3	International Business Study Tour
ART 457	3	Portfolio Development	JRN 115	3	Introduction to Media Writing
ART 484	3	Senior Exhibition	MAT 311	3	Introduction to Data Science
CAC 220	3	Essentials of Written Communication	MTD 392	3	Entrepreneurship in the Arts
CAC 340	3	Intercultural Communication	NAS 201	3	Nature of Science
CAC 345	3	Social Media Strategy	OVC 310	3	Philanthropy and Grant-Writing
CHE 302	4	Analytical Chemistry II	PBR 261	3	Introduction to Public Relations
CHE 320	4	Environmental Pollution and Toxicology	PBR 455	3	Event and Venue Planning
CHE 420	1	Chemistry Thesis	POS 370	3	Selected Topics (approved by advisor)
COM 301	3	Strategic Communication	PSY 320	3	Multicultural Psychology
COM 325	3	Conflict Resolution	PSY 321	3	Social Psychology
COM 327	3	Leadership Communication	PSY 410	3	Motivation
COM 335	3	Nonprofit Organizational Communication	REL 311	3	Foundations of Christian World Mission
COM 372	3	Persuasion	REL 391	3	Preparation and Strategy for Christian World Mission
COS 143	3	Interactive Webpage Development	SMA 350	3	Sport Management
COS 326	3	Data Visualization	SMA 351	3	Sport Public Relations
EDU 150	3	Education in America	SMA 352	3	Event and Facility Management
EDU 384	1	Perspectives on Diversity	SMA 354	3	Sport Finance
ENG 333	3	Business and Technical Writing	SOC 210	3	Contemporary Social Issues
ENT 380	1	Enactus: Social, Environmental, and Economic Entrepreneurship	SOC 330	3	Social Change and Social Movements
ENT 381	3	Global Entrepreneurship and Business as Missions	SUS 310	4	Principles of Sustainable Development
ENT 386*	1	Founders Fellowship	SUS 325	4	Sustainable Development in Practice
ENT 430	3	Leadership and Stewardship	SYS 310	3	E-Commerce
EXS 320	3	Community Health Promotion	SYS 330	3	Human Relations in Organizations
			SYS 390	3	Information Systems Analysis
			SYS 394	4	Information Systems Design

## Accounting Courses

### ACC 170 1-4 hours

#### Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

### ACC 241 3 hours

#### Accounting Principles I

An introduction to the language of business. Financial transactions are analyzed, recorded, summarized and reported in a meaningful manner to management. Also studied are basic financial statements and the various accounting and internal control procedures for recording and protecting assets. Offered Fall semester.

### ACC 242 3 hours

#### Accounting Principles II

Continuation of ACC 241. Accounting problems and procedures pertaining to partnerships and corporations are studied. Also studied are various accounting procedures and reports used by management in acquiring fixed assets, budgeting and controlling manufacturing and departmental operations, reporting financial conditions, and analyzing the results of operations. Prerequisite: ACC 241. Offered Spring semester.

### ACC 270 1-4 hours

#### Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

### ACC 303 3 hours

#### Cost Accounting

A study of the nature of costs and their importance in manufacturing, service and not-for-profit organizations. Topics include: collection and allocation of costs to products and processes, planning, budgeting, and control reports, relevant costs, cost-volume-profit analysis, responsibility accounting and other management analyses and reports. Prerequisite: ACC 242.

### ACC 308 3 hours

#### Integrated Accounting Systems

Explores the use of integrated accounting software in a variety of business types through hands on use. Reinforces accounting principles and financial analysis. Emphasizes the setup and maintenance of an integrated software system. Prerequisite: ACC 242. Offered in the Spring semester of odd calendar years.

### ACC 341 4 hours

#### Intermediate Accounting I

A detailed study of the theory and procedures used by accountants in recording and valuing assets and the resulting effect on profits. Emphasis is placed on current issues in accounting theory and practice in both intermediate accounting courses. Prerequisite: ACC 242. Offered Fall semester.

### ACC 342 4 hours

#### Intermediate Accounting II

Continuation of ACC 341. A study of the theory and procedures used by accountants in recording and valuing liabilities and capital accounts. Special emphasis is placed on the preparation and interpretation of balance sheets, income statements and statements of changes in financial position. Prerequisite: ACC 341 or permission of instructor. Offered Spring semester.

### ACC 353 3 hours

#### Fraud Examination

A study of how and why various types of frauds are committed and how they may be deterred. Topics studied include fraud prevention and detection, investigation, as well as the various types including employee, vendor, customer, management, consumer, e-commerce and investment. Recent public frauds will be investigated and analyzed. Prerequisites: ACC 342 or permission of instructor.

### ACC 360 1-4 hours

#### Independent Study

An individualized, directed study involving a specified topic.

### ACC 370 1-4 hours

#### Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

### ACC 375 3 hours

#### Accounting Ethics

This course develops students' knowledge of the codes of professional ethics for accountants (e.g., AICPA Professional Standards, CMA, CIA) covering various services such as audit, attestation, review, compilation, and tax. In addition, it will explore different theories of ethical behavior and development and Christian ethics. Prerequisite: ACC 242. This course is offered through Taylor University Online (TUO).

**ACC 381** **3 hours**  
**Government and Non-profit Accounting**  
 Introduces fund accounting and covers the theory and accounting process for state and municipal governments and non-profit organizations. *Prerequisite: ACC 342.*

**ACC 393** **1-4 hours**  
**Practicum**  
 Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Prerequisites: 15 accounting hours and SYS 101 for majors pursuing a systems curriculum. Offered primarily during Summer.*

**ACC 394** **9 hours**  
**Extended Accounting Internship**  
 Supervised learning involving an extended first-hand experience. *Prerequisites: 15 accounting hours and SYS 101 for majors pursuing a systems curriculum. Offered primarily during Spring semester.*

**ACC 405** **3 hours**  
**Auditing I (with Data Analytics)**  
 A study of how professional auditors serve the public, stockholders, and management by impartially examining the accounting records and financial statements of enterprises. Topics to be studied include: standards, ethics of the profession, internal control procedures, risk assessment and the nature of audit evidence. The course will include the use of various data analytics tools and techniques focusing on quantitative analysis, depicting data visually, managing large volumes of data, deriving insights for risk assessment, audit planning, and documenting audit evidence. *Prerequisite: ACC 342 or permission of instructor. Offered Fall semester.*

**ACC 406** **3 hours**  
**Auditing II (with Data Analytics)**  
 A continuation of the study of how professional auditors serve the public, stockholders, and management by impartially examining the accounting records and financial statements of enterprises. Topics to be studied include standards, ethics of the profession, internal control procedures, risk assessment, and the nature of audit evidence. The course will include the use of various data analytics tools and techniques focusing on quantitative analysis, depicting data visually, managing large volumes of data, deriving insights for risk assessment, audit planning, and documenting audit evidence. *Prerequisite: ACC 405 or permission of instructor. Offered Spring semester.*

**ACC 416** **4 hours**  
**Advanced Accounting**  
 A study of the more complex issues in accounting for partnerships, consolidated financial statements and multinational and not-for-profit enterprises. This course includes interim and financial reporting and coverage of current regulations and pronouncements pertaining to the profession. *Prerequisite: ACC 342 or permission of instructor. Offered Fall semester.*

**ACC 442** **3 hours**  
**Federal Taxes I**  
 A study of the effect of federal income tax laws and regulations on individuals and businesses. This course includes discussion of current issues, tax research, tax planning and representative tax preparation software. *Prerequisite: ACC 242. Offered Fall semester.*

**ACC 443** **3 hours**  
**Federal Taxes 2**  
 In depth study of taxation of entities including the tax treatment of formation and liquidation of business entities, as well as differences between book and tax income (loss). The course also includes tax treatment of C Corporations, S Corporations, partnerships, limited liability companies, and trusts and estates. The types of tax exempt organizations will be discussed. Other topics covered include tax consolidation, payroll taxes, and international topics. *Prerequisite: ACC 442. Offered Spring semester.*

**ACC 450** **1-4 hours**  
**Directed Research**  
 Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

**ACC 475** **6 hours**  
**CPA Topics and Certification**  
 A study of the topics tested on the Uniform Certified Public Accountant examination as published by the American Institute of Certified Public Accountants in its Content Specification Outlines. The course is designed to study these topics at a deeper level than previously introduced in previous courses, and to improve research, communication and application of these topics to business situations, demonstrating critical thinking and problem-solving skills. *Prerequisites: ACC 405, ACC 416, and ACC 442 or permission of instructor.*

**ACC 480** **1-4 hours**  
**Seminar**  
 A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

**ACC 490** **1-2 hours**  
**Honors**  
 Individualized study or research of an advanced topic within a student's major. *Open to students with at least a 3.00 GPA in the major field.*

## Economics Courses

**ECO 170** **1-4 hours**  
**Selected Topics**  
 A course offered on a subject of interest but not listed as a regular course offering.

**ECO 201** **3 hours**  
**Principles of Microeconomics**  
 An introduction to microeconomics emphasizing decision making by individual producers and consumers. Consequences of such decisions for efficiency of resource use and income distribution in a capitalistic economy are studied. *Meets foundational core civic engagement or general social science requirement. Prerequisite: MAT 110, MAT 120, MAT 140, MAT 145, MAT 151, MAT 210, MAT 352, or SOC 355. Offered Fall and Spring semesters.*

**ECO 202** **3 hours**  
**Principles of Macroeconomics**  
 An introduction to macroeconomics emphasizing how the U.S. economy works. Topics studied include the factors determining the size of the national economy, inflation and unemployment and fiscal and monetary policies. *Meets foundational core civic engagement or general social science requirement. Prerequisite: ECO 201 or permission of the instructor. Offered Fall and Spring semesters.*

**ECO 270** **1-4 hours**  
**Selected Topics**  
 A course offered on a subject of interest but not listed as a regular course offering.

**ECO 331** **3 hours**  
**Intermediate Microeconomics**  
 Intermediate-level analysis of decision making by individuals in various types of markets. Consequences of such choices for the decision-makers, other people, and society as a whole are studied. *Prerequisites: MAT 146 or MAT 151; and ECO 201.*

**ECO 332** **3 hours**  
**Intermediate Macroeconomics**  
 Intermediate-level analysis of factors determining GDP, unemployment, inflation and interest rates in the U.S. Both open and closed economy models are used. The model divergences and policy implications of the various macroeconomic schools are examined. *Prerequisite: ECO 202.*

**ECO 333** **3 hours**  
**History of Economic Thought**  
 A study of the ideas of the great economic thinkers and the development of various schools of economic thought, including the mercantilists, Smith, Malthus, Ricardo, Mill, Marx, Marshall, and the Neo-classical and Keynesian revolutions. The origins of the more prominent twentieth century developments and schools are examined. *Prerequisites: ECO 201 and ECO 202.*

**ECO 360** **1-4 hours**  
**Independent Study**  
 An individualized, directed study involving a specified topic.

**ECO 370** **1-4 hours**  
**Selected Topics**  
 A course offered on a subject of interest but not listed as a regular course offering.

**ECO 393** **1-4 hours**  
**Practicum**  
 Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Offered primarily during Summer.*



**ECO 428 3 hours****Money and Banking**

A variety of practical banking topics are covered, including a review of the development of the banking system, attention to the corresponding evolution of money and the demand deposit system, and an overview of non-bank financial intermediaries and their role in the present economy. *Prerequisites: FIN 361, ECO 201, and ECO 202. Offered Spring semester.*

**ECO 442 3 hours****Economic Development**

A study of the principles of economic growth of lesser-developed countries (LDCs). Historical development patterns of more-developed countries and various theories of economic growth are considered for their relevance to LDCs. Policies encouraging growth are discussed. The problems of transforming former socialistic economies into free market economies are discussed. Each student does a major research project on one particular LDC. *Prerequisite: ECO 202.*

**ECO 450 1-4 hours****Directed Research**

Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

**ECO 480 1-4 hours****Seminar**

A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

**ECO 490 1-2 hours****Honors**

Individualized study or research of an advanced topic within a student's major. *Open to students with at least a 3.00 GPA in the major field.*

## Entrepreneurship Courses

**ENT 170 1-4 hours****Selected Topics**

A course offered on a subject of interest but not listed as a regular course offering.

**ENT 270 1-4 hours****Selected Topics**

A course offered on a subject of interest but not listed as a regular course offering.

**ENT 225 3 hours****Exploring Innovation and Entrepreneurship**

This is an interdisciplinary, introductory course for students interested in innovation and entrepreneurship. The course focuses on how people, ideas, and resources can be brought together to foster transformational economic, social, and spiritual impact. Topics include innovation and entrepreneurial processes, identifying barriers to new venture creation, entrepreneurial ecosystems, and networking and communication skills required for resource acquisition. The multiple lens approach facilitates student understanding that they can alter-the-future in many spheres. *Course is open to any student with 30 hours of college credit.*

**ENT 310 3 hours****Creativity and Concept Development**

Sometimes the most difficult part of innovation is knowing where to start or the creation of an idea. As a result of this course, students acquire skills, processes, and models for enhancing the creative process and using these, develop a plausible business or ministry concept with real-world applicability. *Offered Fall semester.*

**ENT 320 3 hours****Transformational Entrepreneurship and Innovation**

This course is designed to give students the context and cognitive frameworks necessary to analyze new venture ideas and implement a course of action toward creating something new. Students will gain exposure to the lifestyle and practices of the entrepreneur to determine if entrepreneurship is a desirable career path. *Offered Fall semester.*

**ENT 360 1-4 hours****Independent Study**

An individualized, directed study involving a specified topic.

**ENT 370 1-4 hours****Selected Topics**

A course offered on a subject of interest but not listed as a regular course offering.

**ENT 380 1 hour****Enactus: Social, Environmental, and Economic Entrepreneurship**

Active leadership participation in Enactus of 3 hours a week. *Enrollment by application. One credit offered for each semester of participation for a maximum of 6 credits. Students may register to participate for 0 credit hours. Prerequisite: sophomore standing.*

**ENT 381 3 hours****Global Entrepreneurship and Business as Missions**

Students will travel to an international location to work with faculty mentors and nationals to deliver a program that walks participants through the stages of a small business start-up with Kingdom goals. During the semester preceding the trip, students will participate in required training sessions designed for cultural learning and understanding of the training material. *Prerequisite: Permission of the instructor.*

**ENT 386 1 hour****Founders Fellowship**

Exposes students to the realities of living the life of an entrepreneur by introducing them to seasoned and successful entrepreneurs and investors, as well as the various support ecosystems and founder communities that exist. Guest speakers will be carefully selected to speak to the highs and lows of life as a founder, how to order your spiritual and personal lives to flourish in the profession, and, where possible, to speak directly to integrating a redemptive framework into your ideas and thinking. To put it simply, this course is not about developing good startups; it's about developing good entrepreneurs for a lifetime of thriving. *Requires 30 hours of college credit. May be repeated for up to 6 credits.*

**ENT 393 1-4 hours****Practicum**

Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Offered primarily during Summer.*

**ENT 422 3 hours****New Venture Planning**

Students are exposed to and learn the best practices for starting and growing new ventures (profit or non-profit). Course requirements include the development of a product or service concept and completion of a comprehensive business plan that is worthy of presentation to potential investors/contributors. Characteristics and traits of many contemporary entrepreneurs are studied. *Offered Fall and Spring semesters.*

**ENT 430 3 hours****Leadership and Stewardship**

Explores the key entrepreneurial characteristics and attributes necessary to successfully innovate regardless of discipline or service activity. Students learn processes and stratagems within the context of biblical worldview to establish a culture of excellence in a variety of organizational environments. Students are exposed to stewardship principles critical to generating excellence through effective leadership, exercise innovation processes and how to leverage the entrepreneurial mindset through practical application, and appreciate their individual profile with self-assessments to create an understanding of essential entrepreneurial characteristics as well as their own entrepreneurial quotient. These truths, skills, and associations can be leveraged throughout the student's life regardless of vocation or calling. *Offered Spring semester.*

**ENT 450 1-4 hours****Directed Research**

Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

**ENT 480 3 hours****Seminar**

A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

**ENT 490 1-2 hours****Honors**

Individualized study or research of an advanced topic within a student's major. *Open to students with at least a 3.00 GPA in the major field.*

## Finance Courses

### FIN 170 1-4 hours

#### Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

### FIN 194 3 hours

#### Personal Finance

An overview of the personal financial planning process, including such topics as investments, insurance, taxes, credit, retirement planning, and budgeting. This course provides students with an opportunity to examine and apply scripture-based principles of money management in preparation for their entry into the workplace. *Not intended for business majors. Meets foundational core civic engagement or general social science requirement. Offered Fall semester.*

### FIN 270 1-4 hours

#### Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

### FIN 294 3 hours

#### Personal Financial Planning

This course seeks to help students develop a holistic approach in financial planning by gaining a deeper understanding of the basic principles of personal finance. Students will learn how to analyze real-life personal financial challenges and apply appropriate financial tools and mechanisms to address specific situations and financial needs. *Prerequisite: ACC 241 or permission of instructor.*

### FIN 330 3 hours

#### Investments

A course designed to give the student a basic familiarity with practical investment strategies and terminology from both an institutional and individual perspective. Discussion includes stock, bond, commodity, and option markets, as well as other investment alternatives. Heavy emphasis is given to current developments. *Prerequisites: MAT 210 and ECO 202.*

### FIN 340 3 hours

#### Real Estate

A review of real estate ownership as an investment vehicle for both individuals and institutions. Topics to be covered include valuation techniques, finance options, operations management, and related tax issues. *Prerequisites: ACC 242, FIN 361, and MGT 311. Offered periodically.*

### FIN 350 3 hours

#### Financial Markets and Institutions

Students will develop a good understanding of the functions of financial markets and institutions in the economy including the roles played by banks, other financial intermediaries and institutions, and the markets for financial assets in raising capital and determining security prices. Students will learn to think critically about the causes of financial crises, the importance of effective regulatory oversight, and policies in maintaining market stability and their limitations in preventing market failures. *Prerequisites: ACC 241 and ECO 202.*

### FIN 360 1-4 hours

#### Independent Study

An individualized, directed study involving a specified topic.

### FIN 361 3 hours

#### Corporate Finance

A study of methods used in the evaluation of financing and investment alternatives and funds management. The course integrates basic accounting with financial analytical techniques. Areas of emphasis include sources of financing, cash flow analysis, working capital management, capital budgeting, net present value, cost of capital and long-term debt and capital structures. *Prerequisite: ACC 242. Offered Fall and Spring semesters.*

### FIN 370 1-4 hours

#### Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

### FIN 372 3 hours

#### Risk Management and Insurance

This course will give students a good understanding of the different types of risks and the importance of risk management in minimizing losses and maximizing opportunities. Students will learn how to identify, assess, and mitigate various risks against financial losses through specific insurance mechanisms. They will develop an appreciation for different insurance business models and the models' limitations in risk management. The importance of ethics (reputation risk mitigation), legal aspects, and regulatory regimes will also be considered. *Prerequisite: MAT 210.*

### FIN 374 3 hours

#### Estate Planning

This course focuses on the transfer of assets from one generation to another. Students will seek to understand how control of money after death can be accomplished. *Prerequisite: FIN 294.*

### FIN 375 3 hours

#### Financial Data Analysis

This course will provide students an opportunity to conduct in depth financial analysis using systems, focusing on Microsoft Excel. This course will help students integrate learning concepts from corporate finance, investments, and equity valuation courses and apply those concepts within a widely used and very influential software system, Microsoft Excel.

### FIN 390 3 hours

#### Behavioral Finance

Behavioral finance has become a significant area of study both from the perspective of individual investors as well as market participants. This course seeks to give students an opportunity to explore biases that influence our actions. Students will explore this topic from a biblical perspective in an effort to realize how our human nature creates the foundation for these biases.

### FIN 393 1-4 hours

#### Practicum

Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Offered primarily during Summer.*

### FIN 395 1 hour

#### Professional Ethics in Finance

This course will explore the Code of Ethics and Professional Standards for both industry designations CFP/CFA. Students will engage in case studies and ethical dilemmas while exploring topics from a biblical perspective.

### FIN 431 3 hours

#### Security Analysis and Portfolio Management

This course introduces students to the principles of portfolio management. The class discusses the processes of equity analysis and valuation and covers common valuation methodologies and techniques used by market participants. The characteristics and valuation of two competing asset classes—fixed income securities and real estate—will also be explored. Through their course work, students will participate in the process of securities selection for Taylor University's Student Management Investment Fund. *Prerequisites: ACC 242, FIN 361, FIN 330, and FIN 350.*

### FIN 450 1-4 hours

#### Directed Research

Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

### FIN 480 1-4 hours

#### Seminar

A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

### FIN 490 1-2 hours

#### Honors

Individualized study or research of an advanced topic within a student's major. *Open to students with at least a 3.00 GPA in the major field.*

### FIN 494 3 hours

#### Christian Financial Planning

This course provides the framework for biblical stewardship with regard to financial planning. Successful completion of this course allows students to take the Certified Kingdom Advisors (CKA®) national proctored exam.

## Human Resource Management Courses

### HRM 170 1-4 hours

#### Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

### HRM 270 1-4 hours

#### Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

### HRM 360 1-4 hours

#### Independent Study

An individualized, directed study involving a specified topic.

### HRM 362 3 hours

#### Human Resource Management

A study of the role and functions of the human resource department of an organization, with an up-to-date examination of the principles, policies and problems of labor and management. Topics include employee relations, job analysis, compensation structures, recruitment practices, training, promotion, transfer, and management-union relationships. *Prerequisite: MGT 352. Offered Fall semester.*

### HRM 365 1 hour

#### SHRM Student Chapter

Active leadership participation in the Taylor University Society for Human Resource Management (SHRM) Student Chapter. *One credit offered for each semester of participation for a maximum of 6 credits. Students may register to participate for 0 credit hours. Offered Fall and Spring semesters. Instructor permission required.*

### HRM 370 1-4 hours

#### Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

### HRM 393 1-4 hours

#### Practicum

Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Offered primarily during Summer.*

### HRM 450 1-4 hours

#### Directed Research

Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

### HRM 462 3 hours

#### Organizational Behavior and Development

Organizational behavior is the study and application of knowledge about how and why people, as individuals and as groups, act within organizations. Organizational development is the systematic application of behavioral science knowledge at various levels—group, intergroup, and total organization—to bring about planned change. The goal is to describe, understand, predict, develop, and (to some degree) control human activity at work. This course will prompt the student to develop a cognitive framework for understanding organizational behavior combined with an integration of the Christian faith. Students develop a capacity to analyze organizational behavior situations critically and to give thoughtful answers to situations and case studies. *Prerequisites: HRM 362 and MGT 352. Offered Spring semester.*

### HRM 472 3 hours

#### Human Resources Management Topics and Cases

Advanced human resource management course offered as part of the Human Resource Management concentration in the Management major. Current topics and relevant cases in human resource management will be discussed specifically for human resource management professionals. *Prerequisite: HRM 362. Offered Spring semester. Priority given to Management majors pursuing a concentration in Human Resource Management.*

### HRM 480 1-4 hours

#### Seminar

A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

### HRM 490 1-2 hours

#### Honors

Individualized study or research of an advanced topic within a student's major. *Open to students with at least a 3.00 GPA in the major field.*

## International Business Courses

### ITB 375 3 hours

#### International Business

An in-depth examination of business practices in other countries, leading to a better understanding of intercultural relationships with trading partners, investors, and host countries. *Prerequisite: MKT 231. Offered Fall semester.*

### ITB 381 3-4 hours

#### International Business Study Tour

A study tour of selected international locations to focus on regional trade, economics and business topics. Issues of cultural differences, conflicts, compromises and international cooperation are examined. Throughout, the cultural dimension of international business dealings is emphasized. *Prerequisites: sophomore standing within a business school major/minor or permission of the instructor. Offered Interterm and selected Summer terms.*

## Management Courses

### MGT 170 1-4 hours

#### Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

### MGT 201 3 hours

#### Introduction to Business

Students learn the foundational concepts of establishing and operating successful ventures in the highly competitive global economy. The business major as well as other disciplines are exposed to key business leadership principles, strategies, technologies, and disciplines used in the 21st Century enterprise through a combination of lecture, case analysis, group projects, and simulation exercises. *Offered Fall and Spring semesters.*

### MGT 260 3 hours

#### Business Systems Applications

This course introduces and develops competency in various systems and technologies commonly employed in the business environment. Specific topics addressed include spreadsheet applications (formulas, functions, charts, pivot tables, formatting, customizations, and data analysis), document presentation and productivity, business presentation tools, and integrated accounting systems. *Prerequisites: COS 104 and ACC 241.*

### MGT 270 1-4 hours

#### Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

### MGT 311 3 hours

#### Business Law

An overview and summary of the basic business law topics that the majority of students will encounter in their business careers and personal lives. Topics include contracts, agencies, personal property, torts, bailments, real property, leases, estates, trusts and insurance. *Prerequisite: Junior status preferred.*

### MGT 322 3 hours

#### Business and Missions: Philosophy and Practicality

This course examines the historical, philosophical, and scriptural foundations for the emerging Business as Missions movement. Students will wrestle with the practical challenges of maintaining effectiveness and spiritual vitality while balancing the competing demands of simultaneously leading business and ministry initiatives. *Offered periodically.*

### MGT 352 3 hours

#### Management Analysis and Practice

A course designed to acquaint students thoroughly with the theories, principles, and practical applications of management (planning, organizing, staffing, leading and controlling). Management principles are learned in the context of a work team developing and administering a business project. Emphasizes business presentations and written reports involving current, real-life situations. *Prerequisite: sophomore status. Offered Fall and Spring semesters.*

### MGT 360 1-4 hours

#### Independent Study

An individualized, directed study involving a specified topic.

### MGT 370 1-4 hours

#### Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

### MGT 393 1-4 hours

#### Practicum

Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Offered primarily during Summer.*

**MGT 403** 3 hours  
**Operations Management**  
 This course presents the design (quality management, process design, and statistical process control) and operations (supply chain management, forecasting, inventory management, and resource planning) of productive systems. Quality, competitiveness in a global economy, and quantitative management are emphasized throughout the course. *Offered Fall and Spring semesters. Prerequisite: MAT 210.*

**MGT 431** 3 hours  
**Project Management**  
 This course presents the specific concepts, techniques, and tools for managing projects effectively. The role of the project manager as team leader is examined, together with important techniques for planning, scheduling, and monitoring successful projects through the project life cycle. Lectures, case studies, and projects are combined to develop skills needed by project managers in today's environment. In addition, special emphasis is placed on managing technology related projects, leading to the potential for obtaining industry certification in project management. *This course is offered through Taylor University Online (TUO).*

**MGT 442** 3 hours  
**Business Ethics**  
 A course designed to analyze the ethical dilemmas described in case studies of managers in private and corporate businesses. Studies include philosophical foundations for Christian ethical model applications and the development of ethical dilemma resolution. Particular business ethics issues are studied that are realistic and relevant to many business professions. *Offered Fall semester.*

## Marketing Courses

**MKT 170** 1-4 hours  
**Selected Topics**  
 A course offered on a subject of interest but not listed as a regular course offering.

**MKT 231** 3 hours  
**Principles of Marketing**  
 A study of the many facets involved in the field of marketing. Emphasis is given to both the modern marketing system in today's international economy and to the marketing strategies of an organization. Topics include types of markets, market segmentation methods, research methods, product and service strategies, product planning, new product development, distribution channels, sales, advertising and pricing. Special emphasis is given to applications in international service and nonprofit disciplines. *Offered Fall and Spring semesters.*

**MKT 270** 1-4 hours  
**Selected Topics**  
 A course offered on a subject of interest but not listed as a regular course offering.

**MKT 312** 3 hours  
**Professional Selling**  
 A study of the discipline of the sales professional, including both sales strategies and sales management. Primary emphasis is given to business and industry sales applications. Topics include sales training, sales preparation, prospecting methods, types of presentations, handling buyer questions, closing methods, post-sales service, and sales management. Course applications include the development and presentation of actual sales demonstrations in class. *Prerequisite: MKT 231. Offered Fall semester.*

**MKT 313** 3 hours  
**Services and Experience Marketing**  
 This course is designed to equip students with the essential skills and knowledge needed to excel in service-dominant economies where the services share of GDP continues to grow. Students will explore the fundamental differences between marketing services and products including the expansion of the marketing mix to accommodate the unique characteristics of services. Key topics covered include relationship marketing, internal marketing, managing service evidence, customer experience (CX), and strategies for quality service delivery and measurement. Through a combination of lectures and hands-on projects, students will develop critical problem-solving and decision-making skills. *Prerequisite: MKT 231. Offered periodically.*

**MKT 360** 1-4 hours  
**Independent Study**  
 An individualized, directed study involving a specified topic.

**MKT 370** 1-4 hours  
**Selected Topics**  
 A course offered on a subject of interest but not listed as a regular course offering.

**MKT 380** 3 hours  
**International Marketing**  
 A study of the factors involved in marketing products and services in other countries. Major geopolitical regions are analyzed and evaluated through practical assignments. Topics include: market segmentation analysis, culture, language, values, finance, transportation and distribution networks, international pricing strategies, political structures, exporting organization, promotion and selling practices. Selected research projects and strategic plans provide students with practical applications of key marketing skills. *Prerequisite: MKT 231. Offered Spring semester.*

**MGT 450** 1-4 hours  
**Directed Research**  
 Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

**MGT 452** 3 hours  
**Strategic Management**  
 An advanced course dealing with integrative issues in management, encompassing long-range and short-term objectives, planned and pursued in breadth and depth in an ever-changing environment. *Prerequisites: ECO 201; ACC 241; MGT 352; senior status or instructor permission. Offered Fall and Spring semesters.*

**MGT 480** 1-4 hours  
**Seminar**  
 A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

**MGT 490** 1-2 hours  
**Honors**  
 Individualized study or research of an advanced topic within a student's major. *Open to students with at least a 3.00 GPA in the major field.*

**MKT 390** 3 hours  
**Digital Marketing**  
 The internet is a dynamic marketplace, and it has become imperative for a business to integrate ethical digital marketing efforts into its overall marketing strategy. Students in this course will explore the development, production, and implementation of digital-marketing methods including, but not limited to, email marketing, web-based marketing, search-engine optimization (SEO), online advertising, social media, and web analytics. The class introduces tools to appropriately measure and evaluate the effectiveness of digital-marketing campaigns that are designed to improve the experience of the consumer. *Prerequisite: MKT 231.*

**MKT 393** 1-4 hours  
**Practicum**  
 Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Offered primarily during Summer.*

**MKT 410** 3 hours  
**Marketing Research**  
 A course designed to provide students with a fundamental understanding of the role and methods of marketing research as a means to enhance the marketing strategies of any modern organization. Topics such as problem identification, proposal and research design, question and survey development, sampling methodology, data analysis, and report presentation are covered in both theory and application. *Prerequisites: MKT 231 and MAT 210. Offered Fall semester.*

**MKT 412** 3 hours  
**Integrated Marketing Communications**  
 This course provides key instruction on the concepts and methods in marketing communications for traditional and digital media, including a foundation in the development and execution of integrated communications strategies for an organization. Primary emphasis is placed on branding, market segmentation and positioning, creative and messaging strategy, promotion, and the execution of marketing communications practice. The course will examine the process by which integrated marketing communications programs are planned, developed, and executed, as well as the various factors and considerations that influence the process. *Prerequisite: MKT 231. Offered Spring semester.*

**MKT 430** 3 hours  
**Advanced Digital Marketing**  
 An applications method course using real world marketing scenarios as a means to learn how to apply digital marketing principles into a workable solution. The course also focuses on preparing the student for the Digital Marketing Institute (DMI) + American Marketing Association (AMA) digital marketing professional (DMI Pro) certification. *Prerequisites: MKT 390 and senior status or permission.*

**MKT 445** 3 hours  
**Best Practices in Marketing**  
 The dynamic business environment requires marketing professionals to continually reassess their position relative to changes in the industry. This course is intended for senior marketing majors preparing to embark on a career in marketing. It will acquaint students with the best thinking and practice currently being pursued by leading organizations. Class sessions are conducted in a workshop or seminar format where students are expected to comment on cases, solve problems, and pose questions from the reading materials. *Prerequisite: MKT 231. Senior status preferred. Offered Fall semester.*

**MKT 450** 1-4 hours  
**Directed Research**  
 Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

**MKT 451 3 hours****Marketing Technologies**

An experiential learning course with introduction to basic marketing technologies (MARTECH) and skills to accomplish marketing and business process functions. This course includes training with customer relationship management (CRM) platforms such as Salesforce or HubSpot and marketing automation tools to implement, problem solve, and serve business needs of any organization. Students will be positioned to prepare for relevant certifications and gain hands-on experience in real-world data management and analysis skills. In addition to technical training, students will explore marketing concepts including data management, content formats, and how a marketing strategy applies to marketing technologies. *Prerequisites: MKT 231 and MKT 390.*

**MKT 460 3 hours****Consumer Behavior**

A course which examines such fundamental areas as consumer decision-making, processes, information processing, external and internal influences and business effects on consumer purchase/choice patterns. An analysis of the psychological, social, and economic influences on consumption. *Prerequisite: MKT 231. Offered Spring semester.*

**MKT 480 1-4 hours****Seminar**

A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

**MKT 490 1-2 hours****Honors**

Individualized study or research of an advanced topic within a student's major. *Open to students with at least a 3.00 GPA in the major field.*

<b>Sport Management Courses</b>
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**SMA 115 3 hours****Introduction to Sport Management**

The course is an introduction to the profession of sport management. The student will study the history and philosophies of sport and be introduced to research in the profession. The course will also clarify the requirements of the Taylor University Sport Management major, explore career opportunities in the profession, and assist the student in preparing for employment in the profession.

**SMA 170 1-4 hours****Selected Topics**

A course offered on a subject of interest but not listed as a regular course offering.

**SMA 210 3 hours****Introduction to Sport Technology and Analytics**

Students are introduced to a variety of general and specialized applications of technologies available to the Sport Management major. Lab opportunities are provided. *Prerequisite: COS 104. Offered Spring semester.*

**SMA 270 1-4 hours****Selected Topics**

A course offered on a subject of interest but not listed as a regular course offering.

**SMA 350 3 hours****Sport Management**

This course is a study of the roles, functions, and responsibilities of the person who manages sports programs. The emphasis is on how these functions can be successfully performed in various sports organizations. *Prerequisite: SMA 115. Offered Fall semester.*

**SMA 351 3 hours****Sport Public Relations**

This course is an introduction to the responsibilities of communicating with the public in a sports organization and the techniques and strategies that can be used to promote sports effectively. Assignments provide students with practical experiences with these techniques and strategies. *Prerequisite: SMA 115. Offered Fall semester.*

**SMA 352 3 hours****Event and Facility Management**

This course covers the duties that need to be performed in managing various types of sports events and different types of sports facilities. The process and features of designing new facilities and remodeling existing ones and the maintenance responsibilities of facility managers will also be studied. *Prerequisite: SMA 115 or permission of instructor. Offered Spring semester.*

**SMA 354 3 hours****Sport Finance**

A comprehensive analysis of financial and economic issues related to the sports industry. Topics include budgeting, capital structuring, planning processes, taxation, public funding, fundraising, and sponsorships. Also, topics of a macro perspective that affect various levels of sport and various leagues will be discussed. *Prerequisite: SMA 115 or permission of instructor. Offered Fall semester.*

**SMA 360 1-4 hours****Independent Study**

An individualized, directed study involving a specified topic.

**SMA 370 1-4 hours****Selected Topics**

A course offered on a subject of interest but not listed as a regular course offering.

**SMA 393 1-4 hours****Practicum**

Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Prerequisite: Permission of BUS department.*

**SMA 393A 1 hour****Practicum**

Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Prerequisite: Permission of BUS department.*

**SMA 393B 1 hour****Practicum**

Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Prerequisite: Permission of BUS department.*

**SMA 430 3 hours****Legal Issues in Sport**

This course includes a review of legal concepts and terms. Students will analyze legal cases and issues in the realm of sports, study how cases/issues are solved, and develop strategies for handling them. *Prerequisite: SMA 115. Offered Fall semester.*

**SMA 450 1-4 hours****Directed Research**

Investigative learning involving closely directed research and the use of such facilities as the library or laboratory. *Prerequisite: Permission of instructor. Offered Spring semester.*

**SMA 480 3 hours****Seminar**

A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion. *Students examine contemporary issues in sport. Case studies, guest speakers, field trips, readings, etc., may be used to critically assess issues in sport and to explore strategies for managing them. Prerequisites: SMA 115, SMA 210, SMA 350, SMA 351, SMA 352, SMA 354; or permission of the instructor. Offered Spring semester.*

**SMA 490 1-2 hours****Honors**

Individualized study or research of an advanced topic within a student's major. *Open to students with at least a 3.00 GPA in the major field.*

**SMA 492 4 hours****Sport Management Internship**

This field experience is designed to have the students apply what they have learned in their courses and to extend that learning by working in an organization that is appropriate for their major. Students work on a regular basis at the organization under the supervision of approved staff members. Students are also under the supervision of a member of Taylor University Sport Management faculty. Each student must comply with the guidelines for credit hours, clock hours, and other criteria that are specific for the internship in his or her major. To register for this internship, the student must submit a proposal and have it approved.