

DEPARTMENT OF BUSINESS

Dr. Markley, Chair; Dr. Christie, Dr. DalleTezze, Dr. Grimm, Dr. Hinton, Dr. Ketler, Mr. Powell, Dr. Sparks. Part-Time: Mr. Biddle, Mr. Gregg, The Hon. Judge Schwab.

Department policy limits students to a single major from the related areas of accounting, business and entrepreneurship within the 128 hours required for graduation.

Four degree programs are offered in business: Bachelor of Science in Business Management, Bachelor of Science in Finance, Bachelor of Science in Marketing Management, and Bachelor of Science in International Business. All four programs include international aspects of management and business administration. The international character of business is integrated in course content as it applies to appropriate functional areas of study. The student may also select from three interdepartmental majors: Computer Information Systems, Entrepreneurship, or Industrial Management.

Three of the four Bachelor of Science degree programs mentioned above commence with the following Business Core.

BUSINESS CORE REQUIREMENTS (40 hours)

Business courses (30 hours):

Accounting 201-202; Business 201, 203, 204, 207, 301, 303, 304, and 305.

Major-related courses (10 hours):

Economics 101-102; Mathematics 141*.

** Mathematics 141 prepares students in the business applications of calculus but Mathematics 161 must be taken as a prerequisite for Mathematics 162 and 261.*

Course Requirements for a Bachelor of Science Degree in Business Management (BMGT)

Business Core—see requirements above (40 hours).

Business 302 and 486 (6 hours).

Nine hours from: Business 457, 458, 475 or Entrepreneurship 459.

Twelve additional hours from any 300- or 400-level Accounting, Business or Entrepreneurship course. (maximum of 3 hours of internship credit).*

Experience Requirement: Business 480 (minimum of 2 hours) or Business 439 (0 hours).

Courses that count in the BMGT major quality point average (MQPA):

All courses with “ACCT,” “BUSA,” and “ENTR” prefix, excluding BUSA 205 and BUSA 206. A minimum MQPA of 2.00 is required to graduate.

**A Business Management degree candidate will not be permitted to take Accounting, Business or Entrepreneurship courses as electives beyond these 12 hours unless the College's 128-credit hour*

requirement for graduation has been satisfied. Up to three semester hours of internship credit will be permitted as non-business elective hours.

Course Requirements for a Bachelor of Science Degree in Finance (FNCE)

If a career in corporate finance or financial services meets the interest of the student, the candidate is encouraged to pursue this field of study.

Business Core - see requirements above (40 hours).

Business 302, 432, 434, 440, 486 and Entrepreneurship 430 (18 hours).

Nine additional hours of any 300 or 400-level Accounting, Business or Entrepreneurship courses (maximum of 3 hours of internship credit).*

Experience Requirement: Business 480 (minimum of 2 hours) or Business 439 (0 hours).

Courses that count in the FNCE major quality point average (MQPA):

All courses with “ACCT,” “BUSA,” and “ENTR” prefix, excluding BUSA 205 and BUSA 206. A minimum MQPA of 2.00 is required to graduate.

**A Finance degree candidate will not be permitted to take Accounting, Business or Entrepreneurship courses as electives beyond these 9 hours unless the College's 128-credit hour requirement for graduation has been satisfied. Up to three semester hours of internship credit will be permitted as non-business elective hours.*

Course Requirements for a Bachelor of Science Degree in Marketing Management (MMGT)

Marketing is a major link between the organization and the customer, requiring that the marketing personnel know who the customer is and what his/her needs are.

Business Core - see requirements above (40 hours).

Business 302, 411, 414, 415, 419, and 486 (18 hours).

Nine additional hours from these choices: Business 412, 416, 420; Entrepreneurship 306, or any two 300 or 400-level Accounting, Business or Entrepreneurship courses (maximum of 3 hours of internship credit).*

Experience Requirement: Business 480 (minimum of 2 hours) or Business 439 (0 hours).

Courses that count in the MMGT major quality point average (MQPA):

All courses with “ACCT,” “BUSA,” and “ENTR” prefix, excluding BUSA 205 and BUSA 206. A minimum MQPA of 2.00 is required to graduate.

**A Marketing Management degree candidate will not be permitted to take Accounting, Business or Entrepreneurship courses as electives beyond these 9 hours unless the College's 128-credit hour requirement for graduation has been satisfied. Up to three semester hours of internship credit will be permitted as non-business elective hours.*

Course Requirements for a Bachelor of Science Degree in International Business (INBS)

This program focuses on the international context of business and is designed to prepare students for participation in worldwide business activity. This program combines

substantial preparation in international business, business, modern languages, and other related international courses. Students must complete the following requirements:

Business Core Requirements (39 hours):

Accounting 201, 202 (6 hours)

Business 201, 203, 204, 207, 301, 304, and 486 (21 hours).

Business Concentration: (12 hours) Choose one of the following concentrations:

- Marketing: Business 411, 414, 415, and 419.
- Finance: Business 432, 434, 440, and Entrepreneurship 430.
- Management: Business 457, 458, 475, and Entrepreneurship 459.

International Core Requirements (36 hours):

- International Business (12 hours):
Business 305, 416 and 445; Economics 303.
- Global Emphasis (9 hours):
Communication 225 or Global Studies 300.
Two courses from: Business 480; Japanese 101 or 102; History 141, 144, or 212; Political Science 301 or 333.
- Modern Language (15 hours):
Students must complete 15 hours of a single foreign language in either French, German, or Spanish starting at the 200- or 300-level, with a minimum of one course each from conversation, commercial/business, and culture course offerings at the 300-level. At least one course must be taken during each academic year of study.

Major-Related Courses (10 hours – These do not count toward major QPA):

Economics 101, 102; Mathematics 141.

Experience Requirement: Business 480 (minimum of 2 hours) or Business 439 (0 hours).

Courses that count in the INBS major quality point average (MQPA):

All courses with “ACCT,” “BUSA,” “ENTR,” “FREN,” “GERM,” and “SPAN” prefix, COMM 225, ECON 303, GOBL 300, excluding BUSA 205 and BUSA 206. A minimum MQPA of 2.00 is required to graduate.

International Business majors are strongly encouraged to take additional advanced courses in culture, literature, and grammar in their chosen language of study and to study an additional foreign language. They are also encouraged to avail themselves of opportunities to study abroad and/or obtain international internship experience.

INTERDEPARTMENTAL MAJORS

The Department of Business will assist the student in pursuing either of the following three interdepartmental fields:

Computer Information Systems

The intent of this interdepartmental Bachelor of Science program is to prepare the student to facilitate the development of computer utilization, databases, and information systems to satisfy the requirements and needs of organizational management. *See Department of Computer Science for course plan.*

Entrepreneurship

See Department of Entrepreneurship for details.

Industrial Management

Contemporary society is placing unprecedented demands on business. In order to effectively compete in international markets, modern firms realize that they must provide their customers with world-class products and prompt deliveries. Internally, organizations must continually improve by incorporating new technologies, eliminating waste, and reducing cost. Because management is responsible for meeting the needs of their organization's customers while maintaining long-term economic viability, the very nature of management is changing. Grove City College offers the student the opportunity to acquire a theoretical understanding of a unique blend of technical and administrative skills necessary to become a successful manager. Going beyond the realm of design engineering or functional area management, these skills may be the key to devising and implementing strategies that will be successful in the international arena.

Industrial Management is an interdepartmental Bachelor of Science program that consists of a select combination of business, natural science, and engineering courses. It features management techniques of top manufacturing organizations and is designed to prepare the student in basic technical and managerial competence necessary to administer the technically oriented aspects of contemporary organizations. Students who elect this program must complete the following courses:

Course Requirements for a Bachelor of Science Degree in Industrial Management (INDM)

Science/Engineering related courses (20 hours):

Computer Science 141 (3 hours)

Engineering 156 and 210 (5 hours).

Mechanical Engineering 201, 211, 212, and 214 (12 hours).

Business-related courses (36 hours):

Accounting 201- 202 (6 hours).

Business 201, 203, 207, 301, 302, 307, 450, 464, 486, and 3 hours Business elective (30 hours).

Major-related requirements (30 hours):

Mathematics 161-162, 261, and 262 (15 hours).

Physics 101-102; Chemistry 105 (12 hours).

Economics 101 (3 hours).

Experience Requirement: Business 480 (minimum of 2 hours) or Business 439 (0 hours).

Courses that count in the INDM major quality point average (MQPA):

All courses with "BUSA," "ENGR," prefix, and ACCT 201, ACCT 202, MECE 201 and MECE 214. A minimum MQPA of 2.00 is required to graduate.

It is essential for students majoring in the Department of Business to possess strong writing, speaking, and information literacy (knowing how to locate, analyze, and use information in decision-making) skills in preparation for careers in business/accounting or graduate studies. The curriculum requirements specifically designed to develop these

skills include Business 207, *Business Communication*; and Business 486, *Business Policy and Strategy*. Please see course descriptions that follow for more information.

The Business Department offers one minor. The Business Minor is intended for those students who are not majoring in business but who plan careers in larger business firms or firms in which they will primarily be employees. Minors may not be taken by students who are majoring in any of the degree programs in the Business Department or the interdepartmental majors recognized by the Department.

Course Requirements for a minor in Business (24 hours)

Accounting 201, 202; Economics 101; Business 203, 204, 301, and 303 plus three hours of a Business elective, excluding Business 205 and 206.

BUSINESS (BUSA)

201. BUSINESS STATISTICS. A course designed to familiarize the student with basic statistical techniques used in the management decision-making process, including probability distributions, confidence intervals, hypothesis testing, and regression analysis.

Semester course, three hours.

203. MANAGEMENT IN ORGANIZATIONS. A study of the five management functions: planning, organizing, leading, controlling, and decision-making with emphasis on their application in contemporary management. The course examines current trends in the changing business environment, the application of Christian principles in management, selected contemporary management topics, and the interrelationships among organizational theory, organizational behavior, and management practices.

Semester course, three hours.

204. INTRODUCTION TO MARKETING MANAGEMENT. An introductory study of products; pricing; distribution; and promotion with a consumer orientation emphasizing marketing strategy; market institutions and functions; and the role of the consumer in the marketing process. Students learn the purpose and function of marketing in both the corporate and small business setting. Course content may include the use of a simple stand-alone computer simulation where they will manage the marketing mix for a consumer product.

Semester course, three hours.

205. PERSONAL FINANCE. An introduction to the financial problems of individuals such as managing personal debt (including educational debt); choosing health, life, and property insurance; making investments; and understanding income taxation, retirement, and estate planning. The course is open to the non-business/accounting student and may not be counted within the 128 hours required for graduation by business or accounting majors.

Semester course, three hours.

206. FUNDAMENTALS OF BUSINESS. A general introduction to the organizational environment and operations of contemporary businesses. The course examines the United States business system and how it interacts with global systems; the basic

management functions of planning, organizing, leading, and controlling; entrepreneurship and small businesses; marketing processes and consumer behavior; managing operations and information; and financial management. Integrated into these topics are Christian principles that should guide ethical business practices. The course is open to the non-business/accounting student and may not be counted within the 128 hours required for graduation by business or accounting majors. *Fall semester only, three hours.*

207. BUSINESS COMMUNICATIONS. This course provides business majors with instruction and practical exercises using Microsoft Office. It integrates applications of Microsoft Office into the business environment in such a way that students learn to use the software to prepare reports, design oral presentations, and integrate spreadsheets into other documents. In addition, students learn information literacy skills by performing electronic information searches, evaluating information, and using valid information to prepare documents and presentations on various business topics. This course will ordinarily be taken in the sophomore year. For most business majors it will be taken after they have had some core business instruction, but before they take 300-and 400-level business courses. This course satisfies the Writing Intensive (WI) and the Information Literacy (IL) requirements in the major. Note: Students are not permitted to take both this course and Computer 102. *Semester course, three hours.*

301. PRINCIPLES OF FINANCE. An overview of finance, including an introduction to the role of finance in the firm, financial markets and securities, and multinational issues. Special attention is given to discounted cash flow analysis and the relation between risk and return. Prerequisite: Accounting 201. *Semester course, three hours.*

302. INTRODUCTION TO MANUFACTURING. An examination of the general theory of manufacturing and the twenty keys to workplace improvement. Topics include just-in-time, supplier development, and skill versatility. *Semester course, three hours.*

303. BUSINESS LAW. A basic introduction, by means of cases and text, to commercial legal relationships with an emphasis on the contract as the foundation of business affairs. This will include the subjects of legal rights, sales, bailment, and personal property. *Semester course, three hours.*

304. LEGAL ENVIRONMENT OF BUSINESS. Focuses on the regulation of business including labor and employment law; environmental restraints; antitrust rules; and other regulatory controls with constant consideration of the regulatory/legal climate in which international business is conducted. Prerequisite: Economics 101. *Semester course, three hours.*

305. INTERNATIONAL BUSINESS. Designed to acquaint the student with those aspects of international business management not associated with traditional functional areas including international trade; foreign currency transactions; theory and institutions; country analysis; and international business strategy. Prerequisites: Business 203 and 204. *Semester course, three hours.*

307. TEAMS AND TEAM LEADERSHIP. This course provides the student with team-building skills, team dynamics, and a team-oriented problem-solving methodology within the context of the Deming management philosophy. Prerequisite: sophomore standing. *Semester course, three hours.*

311. NEGOTIATION. Negotiation is the art and science of securing agreements between two or more parties who are interdependent and who are seeking to maximize their outcomes. The central issues of this course deal with understanding the behavior of individuals, groups, and organizations in the context of competitive situations. It is designed to complement the technical and diagnostic skills learned in other courses, with a basic premise being that while a manager needs analytical skills to discover optimal solutions to problems, a broad array of negotiation skills are needed for these solutions to be accepted and implemented. Considerable emphasis will be placed on simulations, role-playing, and cases. Junior standing. *Fall semester only, three hours.*

390. STUDIES IN BUSINESS. Studies in areas of business not fully covered by regular departmental offerings. *Semester course, three hours.*

408. ADVANCED BUSINESS LAW. Exploration of complex legal relationships as they affect business and accounting including negotiable instruments; agency; secured transactions; bankruptcy; partnerships and corporations; and real property, using case and text methods. The course also serves as an introduction to differences of choice of law internationally as well as an awareness of the major features of non-Anglo-American legal systems. Prerequisite: Business 303. *Spring semester only, three hours.*

411. MARKETING RESEARCH. An introduction to the major areas of research in marketing with attention given to problem definition, research design, sampling, interviewing, and analysis to assist marketing management with the decision making process, using both theoretical and empirical concepts of marketing research. Prerequisites: Business 201, 203 and 204. *Fall semester only, three hours.*

412. RETAIL MANAGEMENT. A study of the institutions, current merchandising practices, promotional activities, and problems of control in the field of retailing. Prerequisite: Business 204. *Spring semester only, three hours.*

414. SALES AND SALES MANAGEMENT. Students study the client-focused non-manipulative sales process and how to manage high-performing achievement-oriented sales professionals. Through the use of lecture, case discussion and interaction with practicing sales professionals, students learn and apply the principles of professional salesmanship and sales management. Non-business majors may take the course with instructor's permission. Prerequisite: Business 204. *Spring semester only, three hours.*

415. STRATEGIC MARKETING. An in-depth exploration and application of marketing strategy in the small, medium, and large firm. Students work in small teams to develop marketing plans for products and firms through interaction with the firm's owners or via a sophisticated computer simulation. Each team creates a marketing plan addressing the specific needs of the firm. While focused on marketing, the plans will involve the exploration and development of financial and management strategies as well.

Students will present their plans to executives of the respective firms. This is a capstone marketing class and requires the utilization of prior business course work and experience. Prerequisite: Business 204 and junior standing. *Fall semester only, three hours.*

416. INTERNATIONAL MARKETING. An introduction to marketing management on a global scale including social and cultural dimensions of marketing; economic environments; political and financial risks; cross-cultural consumer behavior; and international product and channel decisions. Prerequisite: Business 305. *Spring semester only, three hours.*

419. CONSUMER BEHAVIOR. An examination of consumer decision processes in the marketplace, emphasizing the effects of external factors such as culture, subcultures, reference groups, demographics, and social status; the effects of internal factors such as motivation, personality, learning, emotion, and attitudes; the steps in the decision process; and differences between individual and organizational buyers. Prerequisite: Business 204. *Fall semester only, three hours.*

420. ADVERTISING. A critical exploration of the purposes and functions of advertising and sales promotion in the growth and development of the global market economy. Included are the study of ethics; corporate responsibility in advertising and promotion; basic principles of researching, creating, and planning campaigns; and concepts of effective sales promotion. Prerequisite: Business 204. *Fall semester only, three hours.*

432. INVESTMENT MANAGEMENT. This course provides an examination of the markets for financial securities and the use of market data in investment portfolio design. Analyses and uses of mutual funds will also be emphasized. Prerequisite: Business 301. *Fall semester only, three hours.*

433. RISK AND INSURANCE. An introduction to and study of risk and liability exposures that face businesses and individuals. Topics include risk management techniques, the insurance industry, and employee benefits packages. Prerequisite: Business 301. *Spring semester only, three hours.*

434. INVESTMENT ANALYSIS. This course focuses on the valuation of financial securities and derivative instruments. Markets for derivatives will also be examined. Prerequisite: Business 432. *Spring semester only, three hours.*

439. BUSINESS EXPERIENCE REQUIREMENT. Students fulfill this requirement by working or shadowing a professional 150 hours in the field of their degree program and by receiving satisfactory evaluations from their supervisors. This requirement can be fulfilled by full or part-time work or internships. The student's academic advisor must approve the work experience in advance. Students should register for this course in the semester in which they expect to complete the 150 hours. Students who take BUSA 480, Internship in Business Administration, can meet the Business Experience Requirement assuming the internship meets the requirements of Business 439. The student's academic advisor will monitor compliance with this requirement. *Semester course, zero hours.*

440. FINANCIAL POLICY. A case class that applies financial theories and techniques to actual and simulated business situations. Subjects include mergers and acquisitions, risk management, corporate restructuring, and other topics of interest to financial managers. Prerequisites: Business 301 and senior status. *Semester course, three hours.*

445. INTERNATIONAL BUSINESS TRANSACTIONS. A survey of the important cultural, legal, and business aspects of international business transactions. Specific topics examined within the course will include international sales, letters of credit, intercultural negotiations, customs classification, World Trade Organization agreements, settlement of international business disputes, licensing of intellectual property, and foreign direct investment. A number of sessions will be devoted to analyzing common transactional instruments such as letters of credit, technology licenses, and joint venture agreements. Prerequisite: Business 305. *Fall semester only, three hours.*

450. QUALITY MANAGEMENT. An examination of the philosophies, principles, and techniques used to study, gain control, and improve processes. Topics include the thought leaders, Six sigma, tools of QC, designed experiments, and the Baldrige Award criteria. Prerequisite: Business 201. *Spring semester only, three hours.*

457. HUMAN RESOURCES MANAGEMENT. Principles, policies, and practices of administering the functions of recruiting, selecting, training, appraising, and compensating the human resources of organizations. Prerequisite: Business 203. *Fall semester only, three hours.*

458. ORGANIZATIONAL BEHAVIOR. An examination of individual, interpersonal, and organizational processes in contemporary organizations emphasizing motivation, job design, performance management, group and team dynamics, leadership, and decision-making. Also covered are organizational culture, design, and change management. The course emphasizes contemporary theories and trends in organizational structures and processes. The course includes extensive use of case studies and applications of theories to management practice. Prerequisite: Business 203. *Semester course, three hours.*

460. INDEPENDENT STUDY. Individual study of specialized topics in Business. Prerequisites: Senior standing and permission of the department chairman. *Semester course, one, two or three hours.*

464. INDUSTRIAL MANAGEMENT. Examinations of sixteen customer-focused principles of management that help organizations improve quality, response time, flexibility, and reduce cost. Prerequisite: senior standing. *Spring semester only, three hours.*

475. LEADERSHIP. A study of historical and current perspectives on leadership with emphasis on leadership theories; Christian principles in leadership; leadership in the new international economy; the attributes of effective contemporary business leaders; development of leadership skills; and case studies of current and past leaders. Prerequisites: Business 203 and junior or senior standing. *Spring semester only, three hours.*

480. INTERNSHIP IN BUSINESS. An opportunity for junior and senior business and accounting majors, with a minimum of fifteen hours in their major, to participate in individual job experiences, domestic and international, under the supervision of an on-site manager and a department faculty member. Products of the internship will include an evaluation by the on-site manager, a log of the internship experience, and a paper describing the experience and relating it to academic theory. Prerequisite: Minimum grade point, permission of the faculty sponsor, and coordination with the job site.

Semester course, one to six hours.

486. BUSINESS POLICY AND STRATEGY. This business capstone course addresses senior management's development and implementation of an organization's mission and strategy. Emphasis is placed on how enterprises use their strengths to take advantage of opportunities in their competitive marketplace. Global competition and international markets are also addressed. Case study presentations and a web-based business simulation are major elements of this course. This course satisfies the Speaking Intensive (SI) requirement in the major. Limited to seniors in the Department of Business only.

Semester course, three hours.