

# Business

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In support of the University's mission, the Taylor University Business 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, and Marketing. Minors are available in Accounting, Economics, Entrepreneurship, Finance, Management, and Marketing.

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 school students. Development of communication skills, both written and oral, is emphasized. Many classes give attention to problem solving and quantitative analysis.

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

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 Business Department is 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 taking the CPA examination.

### Accounting (BA)

The Bachelor of Arts degree with a major in Accounting requires two years of one foreign language and 66-70 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
ACC 393	4	Practicum
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 405	4	Auditing
ACC 416	4	Advanced Accounting
ACC 442	3	Federal Taxes I

#### Additional Major Requirements

MAT 210	4	Introductory Statistics
<i>Select one course from the following:</i>		
MGT 260	3	Business Systems Applications (recommended)
SYS 120	4	Introduction to Problem Solving

<i>Select one option from the following:</i>		
MAT 110	3	Finite Mathematics (recommended)
MAT 151	4	Calculus I
MAT 145 <sup>†</sup>	3	Introduction to Functions and Calculus
<i>and</i>		
MAT 146 <sup>†</sup>	3	Functions and Calculus

<sup>†</sup>MAT 145 and MAT 146 combination meets requirement.

## Accounting/Systems (BS)

The Bachelor of Science degree with a major in Accounting/Systems requires the 68-70 Accounting major hours and curriculum requirements in Systems analysis. All major courses, including systems 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
ACC 393	4	Practicum
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 405	4	Auditing
ACC 416	4	Advanced Accounting
ACC 442	3	Federal Taxes I

### Additional Major Requirements

MAT 210	4	Introductory Statistics
SYS 120	4	Introduction to Problem Solving

Select one option from the following:

MAT 151	4	Calculus I
MAT 145 <sup>i</sup>	3	Introduction to Functions and Calculus
and		
MAT 146 <sup>i</sup>	3	Functions and Calculus

<sup>i</sup>MAT 145 and MAT 146 combination meets requirement.

### Systems Curriculum Requirements

MAT 151	4	Calculus I
SYS 101	3	Introduction to Systems
SYS 120	4	Introduction to Problem Solving
SYS 390	3	Information Systems Analysis
SYS 392	1	Systems Seminar
SYS 394	3	Information Systems Design
SYS 403	3	Operations Management

Select one course from the following:

COS 121	4	Foundations of Computer Science
COS 143	3	Interactive Webpage Design

Select one course from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course from the following:

SYS 401*	3	Operations Research
SYS 402*	3	Modeling and Simulation

Select one course from the following:

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

### Systems Electives

Select at least 3 hours of electives, in addition to those required in the major or systems:

MAT 382	3	Advanced Statistical Methods
SYS 214	3	Principles of Human Computer Interaction
SYS 310	3	E-Commerce
SYS 401*	3	Operations Research
SYS 402*	3	Modeling and Simulation

\*Courses in both areas may count only once.

## Accounting (BS)

The Bachelor of Science degree with a major in Accounting requires 80-84 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

Select one option from the following:

ACC 393	4	Practicum
ACC 394	9	Extended Internship

### 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	4	Auditing
ACC 416	4	Advanced Accounting
ACC 442	3	Federal Taxes I

Select 6 hours (3 hours if taking ACC 394) from the following:

ACC 310	3	Accounting Analytics
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 430	3	Investments

### Additional Major Requirements

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

Select one option from the following:

MAT 151	4	Calculus I
MAT 145 <sup>i</sup>	3	Introduction to Functions and Calculus
and		
MAT 146 <sup>i</sup>	3	Functions and Calculus

<sup>i</sup>MAT 145 and MAT 146 combination meets requirement.

## 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 degree in Finance prepares students for careers in corporate and international 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 76-81 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
FIN 393	4	Practicum
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

ECO 428	3	Money and Banking
FIN 384	3	International Finance
FIN 430	3	Investments
FIN 461	3	Advanced Financial Management

#### Finance Electives

Select four, 3-4 credit hour courses\* from:

ACC 303	3	Cost Accounting
ACC 341	4	Intermediate Accounting I
ACC 342	4	Intermediate Accounting II
ACC 442	3	Federal Taxes I
ECO 331	3	Intermediate Microeconomics
ECO 332	3	Intermediate Macroeconomics
FIN 370	3	Selected Topics (approved by advisor)
FIN 440	3	Series 7: Brokerage
FIN 450*	3	Directed Research
FIN 451*	1	Student Endowment Team: Domestic Equities
FIN 452*	1	Student Endowment Team: Global Equities
FIN 453*	1	Student Endowment Team: Fixed Income
MAT 385	3	Mathematics of Finance

\*Must total 3 credits to count as one option.

#### Additional Major Requirements

MAT 210	4	Introductory Statistics
MAT 230	4	Calculus II
MAT 382	3	Advanced Statistical Methods

Select one course from the following:

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

Select one option from the following:

MAT 151	4	Calculus I
MAT 145 <sup>i</sup>	3	Introduction to Functions and Calculus
and		
MAT 146 <sup>i</sup>	3	Functions and Calculus

<sup>i</sup>MAT 145 and MAT 146 combination meets requirement.

### Finance Minor

The Finance minor requires 25-27 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

ACC 303	3	Cost Accounting
ACC 442	3	Federal Taxes I
ECO 428	3	Money and Banking
FIN 430	3	Investments

Select one option from the following:

MAT 151	4	Calculus I
MAT 145 <sup>i</sup>	3	Introduction to Functions and Calculus
and		
MAT 146 <sup>i</sup>	3	Functions and Calculus

<sup>i</sup>MAT 145 and MAT 146 combination meets requirement.

#### Electives

Select 9 hours from:

ACC 341	4	Intermediate Accounting I
ECO 331*	3	Intermediate Microeconomics
ECO 332*	3	Intermediate Macroeconomics
FIN 370	3	Selected Topics (approved by advisor)
FIN 384	3	International Finance
FIN 440	3	Series 7: Brokerage
FIN 451	1	Student Endowment Team: Domestic Equities
FIN 452	1	Student Endowment Team: Global Equities
FIN 453	1	Student Endowment Team: Fixed Income
FIN 461	3	Advanced Financial Management

\*A maximum of 3 hours of economics may be used to meet the nine elective hours.

## 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 degree in management prepares students for careers in human resource management, operation management, and general management in a variety of fields including sales, finance, and real estate.

### Management (BA)

The Bachelor of Arts degree with a major in Management requires two years of one foreign language and 62-67 hours in the major. 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 393	4	Practicum
MGT 452	3	Strategic Management
MKT 231	3	Principles of Marketing

#### Management Core

ENT 422	3	New Venture Planning
MGT 362	3	Human Resource Management
MGT 462	3	Organizational Behavior and Development

#### 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

Select two (300-/400-level) electives totaling a minimum of 6 hours from the following areas: ACC, ECO, ENT, FIN, ITB, MGT, MKT, SYS. You may choose electives from the same area.

#### 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 option from the following:

MAT 110	3	Finite Mathematics (recommended)
MAT 151	4	Calculus I
MAT 145 <sup>i</sup>	3	Introduction to Functions and Calculus
and		
MAT 146 <sup>i</sup>	3	Functions and Calculus

<sup>i</sup>MAT 145 and MAT 146 combination meets requirement.

### Management/Systems (BS)

The Bachelor of Science degree with a major in Management/Systems requires 64-67 hours and curriculum requirements in systems analysis. All major courses, including systems 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 393	4	Practicum
MGT 452	3	Strategic Management
MKT 231	3	Principles of Marketing

#### Management Core

ENT 422	3	New Venture Planning
MGT 362	3	Human Resource Management
MGT 462	3	Organizational Behavior and Development

#### 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

Select two (300-/400-level) electives totaling a minimum of 6 hours from the following areas: ACC, ECO, ENT, FIN, ITB, MGT, MKT, SYS. You may choose from same area.

#### Additional Major Requirements

MAT 210	4	Introductory Statistics
SYS 120	4	Introduction to Problem Solving

Select one option from the following:

MAT 151	4	Calculus I
MAT 145 <sup>i</sup>	3	Introduction to Functions and Calculus
and		
MAT 146 <sup>i</sup>	3	Functions and Calculus

<sup>i</sup>MAT 145 and MAT 146 combination meets requirement.

#### Systems Curriculum Requirements

MAT 151	4	Calculus I
SYS 101	3	Introduction to Systems
SYS 120	4	Introduction to Problem Solving
SYS 390	3	Information Systems Analysis
SYS 392	1	Systems Seminar
SYS 394	3	Information Systems Design
SYS 403	3	Operations Management

Select one course from the following:

COS 121	4	Foundations of Computer Science
COS 143	3	Interactive Webpage Design

Select one course from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course from the following:

SYS 401*	3	Operations Research
SYS 402*	3	Modeling and Simulation

Select one course from the following:

MGT 393	3-4	Practicum
SYS 393	3-4	Practicum

#### Systems Electives

Select at least 3 hours of electives, in addition to those required in the major or systems:

MAT 382	3	Advanced Statistical Methods
SYS 214	3	Principles of Human Computer Interaction
SYS 310	3	E-Commerce
SYS 401*	3	Operations Research
SYS 402*	3	Modeling and Simulation

\*Courses in both areas may count only once.

### 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
MGT 362	3	Human Resource Management
MGT 442	3	Business Ethics
MGT 462	3	Organizational Behavior and Development

## 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 degree in Marketing prepares students for careers in a variety of fields including advertising, brand management, customer relations, purchasing, retailing, sales, and market research.

### Marketing (BA)

The Bachelor of Arts degree with a major in Marketing requires two years of one foreign language and 62-66 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
MKT 393	4	Practicum

#### Marketing Core

MKT 410	3	Marketing Research
MKT 445	3	Best Practices in Marketing
MKT 460	3	Consumer Behavior

#### Marketing Electives

Select three (300-/400-level) electives totaling a minimum of 9 hours from the following areas: MKT, ITB, ENT. You may choose electives from the same area.

#### 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 option from the following:

MAT 110	3	Finite Mathematics (recommended)
MAT 151	4	Calculus I
MAT 145 <sup>i</sup>	3	Introduction to Functions and Calculus and
MAT 146 <sup>i</sup>	3	Functions and Calculus

<sup>i</sup>MAT 145 and MAT 146 combination meets requirement.

### Marketing/Systems (BS)

The Bachelor of Science degree with a major in Marketing/Systems requires 64-66 hours and curriculum requirements in systems analysis. All major courses, including systems 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
MKT 393	4	Practicum

#### Marketing Core

MKT 410	3	Marketing Research
MKT 445	3	Best Practices in Marketing
MKT 460	3	Consumer Behavior

#### Marketing Electives

Select three (300-/400-level) electives totaling a minimum of 9 hours from the following areas: MKT, ITB, ENT. You may choose electives from the same area.

#### Additional Major Requirements

MAT 210	4	Introductory Statistics
SYS 120	4	Introduction to Problem Solving

Select one option from the following:

MAT 151	4	Calculus I
MAT 145 <sup>i</sup>	3	Introduction to Functions and Calculus and
MAT 146 <sup>i</sup>	3	Functions and Calculus

<sup>i</sup>MAT 145 and MAT 146 combination meets requirement.

#### Systems Curriculum Requirements

MAT 151	4	Calculus I
MKT 393	3-4	Practicum
SYS 101	3	Introduction to Systems
SYS 120	4	Introduction to Problem Solving
SYS 390	3	Information Systems Analysis
SYS 392	1	Systems Seminar
SYS 394	3	Information Systems Design
SYS 403	3	Operations Management

Select one course from the following:

COS 121	4	Foundations of Computer Science
COS 143	3	Interactive Webpage Design

Select one course from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course from the following:

SYS 401*	3	Operations Research
SYS 402*	3	Modeling and Simulation

Select one course from the following:

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

#### Systems Electives

Select at least 3 hours of electives, in addition to those required in the major or systems:

MAT 382	3	Advanced Statistical Methods
SYS 214	3	Principles of Human Computer Interaction
SYS 310	3	E-Commerce
SYS 401*	3	Operations Research
SYS 402*	3	Modeling and Simulation

\*Courses in both areas may count only once.

### 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:

MKT 312	3	Professional Selling
MKT 313	3	Retailing and Services Marketing
MKT 380	3	International Marketing
MKT 410	3	Marketing Research
MKT 412	3	Advertising and Promotional Strategy

## 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

## Entrepreneurship Minor

The Entrepreneurship minor requires 18-19 credit hours. Any combination of the following courses meeting the required credit hours will qualify for the minor. *All minor courses must be completed with a grade of C- or better and are included in the minor GPA.*

### Minor Requirements

Select at least six courses from:

ENT 340	3	Leadership and Stewardship
ENT 381	3	Global Entrepreneurship and Business as Missions
ENT 420	3	Creativity and Concept Development

ENT 422	3	New Venture Planning
MGT 201	3	Introduction to Business
___ 393*	4	Practicum (*Entrepreneurial Oriented)

## 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. Offered fall semester.*

### 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. *Prerequisites: ACC 242. Offered in the spring semester of odd calendar years.*

### ACC 310 3 hours

#### Accounting Analytics

The course focuses on data analytics tools and techniques applicable to different areas of accounting. Focus is given to quantitative analysis, depicting data visually, managing large volumes of data, deriving insights for decision making, and audit exercises. Advanced hands-on skills in Microsoft Excel along with other business analytics software are developed in this course. *Prerequisite: ACC 242. Offered spring semester of even 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. Offered in the spring semester of odd calendar years.*

### 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 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. *Prerequisites: ACC 342.*

### ACC 393 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 4 hours

#### Auditing

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. *Prerequisite: ACC 342 or permission of instructor. Offered fall 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 spring 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 of even calendar years.

**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, 120, 140, 145, 151, 210, 352, or SOC 355. Offered fall and spring.

**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 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 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** **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 340** **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.

**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 393** **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 420** **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 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 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 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; MGT 311. Offered periodically.*

**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 384** **3 hours**  
**International Finance**  
 International Finance is concerned with firms' needs for and options of raising funds in both global and foreign money markets and capital markets, both in first and third world countries. Multinational corporations need to evaluate the advantages in borrowing in the host country relative to the home country. Both cost of capital and tax ramifications will be treated, as well as exchange rate and currency control issues of money funds internationally. *Prerequisites: FIN 361; ECO 202. Offered fall semester.*

**FIN 393** **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 430** **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 stocks, bond, commodity and option markets, as well as other investment alternatives. Heavy emphasis is given to current developments. *Prerequisite: FIN 361.*

**FIN 440** **3 hours**  
**Series 7: Brokerage**  
 An in-depth examination of the securities industry from the perspective of the brokerage function, including the regulatory environment and legal liability issues, professional ethics, transaction settlement procedures, public/client relations and investment planning strategies. This course prepares students to complete the Qualification Examination for General Securities Registered Representative (Series 7 Exam). *Prerequisites: FIN 361 and 430. Offered spring semester.*

**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 451** **1 hour**  
**Student Endowment Team: Domestic Equities**  
 An applied course in equity analysis and portfolio management. Students set objectives, strategy, and selection criteria for the Taylor Endowment Team student-managed domestic equity fund. Securities are analyzed and proposed to the team. Students also participate in the production of quarterly reports and other meetings with the University Board of Trustees. Numerous meetings are required with an open-ended class schedule. *Prerequisites: FIN 430 and permission of instructor. May be repeated for credit.*

**FIN 452** **1 hour**  
**Student Endowment Team: Global Equities**  
 An applied course in equity analysis and portfolio management. Students set objectives, strategy, and selection criteria for the Taylor Endowment Team student-managed international equity fund. Securities are analyzed and proposed to the team. Students also participate in the production of quarterly reports and other meetings with the University Board of Trustees. Numerous meetings are required with an open-ended class schedule. *Prerequisites: FIN 430 and permission of instructor. May be repeated for credit.*

**FIN 453** **1 hour**  
**Student Endowment Team: Fixed Income**  
 An applied course in fixed income analysis and portfolio management. Students set objectives, strategy, and selection criteria for the Taylor University Endowment Team student-managed fixed-income fund. Securities are analyzed and proposed to the team. Students also participate in the production of quarterly reports and other meetings with the University Board of Trustees. Numerous meetings are required with an open-ended class schedule. *Prerequisites: FIN 430 and permission of instructor. May be repeated for credit.*

**FIN 461** 3 hours  
**Advanced Financial Management**  
This covers the management of a firm's short and long term financial assets. This includes the evaluation of long-term investment decisions as well as short-term cash asset management decisions. Emphasis will be placed on the planning and budgeting process associated with the management of the firm's assets. *Prerequisites: FIN 361.*

**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.*

### 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 January interterm and selected summers.*

### 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 370** 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 393** 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 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 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.

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

**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 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 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 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.

**MGT 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: MGT 352 and 362. Offered spring semester.*

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

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

**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.*

**MGT 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.*

## 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

**Retailing and Services Marketing**

A study of the creative and challenging field of retailing and service marketing, this course takes both a practical and conceptual approach. Topics include problems commonly encountered in service business including service quality, service guarantees, internal marketing, and assessing satisfaction. Additionally, standard marketing actions including consumer behavior, promotion, merchandise planning and buying, store layout and design, pricing, personnel management and careers relative to retailing and services marketing will be addressed. 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.

**MKT 393** 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

**Advertising and Promotional Strategy**

A study of the strategic use of advertising and promotional strategy in today's business environment. Students examine advertising and promotional strategy and its influence in the marketplace. Topics include advertising and promotional management, effectiveness, creative design, copy development, media selection, agencies and research. Practical experience is gained through the development of advertising and promotional campaigns using various media. Prerequisite: MKT 231. Offered spring semester.

**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** 1 hour

**Data Analytics Team**

An applied course in data analytics to analyze structured and unstructured datasets available throughout the university. The data analytics team works alongside the Director of Enrollment Analytics to deliver high quality, timely, and relevant analysis for decision-making, with particular emphasis on enrollment management issues, trends, and models. Students will learn basic Salesforce, a leading customer relationship management (CRM) platform, to prepare reports and offer recommendations to the enrollment management and marketing team. Prerequisites: MAT 210 and permission of instructor. Must be junior or senior status. May be repeated for credit. Offered fall and spring semesters.

**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.

## Notes