



## Bachelor of Science in Business Administration

2021-2022 Academic Year

### Curriculum

<i>General Education</i>	31 credits*
English Composition (6 cr)	
History (3 cr)	
Literature (3 cr)	
Fine Arts (3 cr)	
Social Science (3 cr)	
Natural Science (4 cr)	
Math (3 cr)	
Additional Liberal Arts (6 cr)	
<i>Required Courses (minimum grade of C- or better)</i>	45 credits
AC-340, Managerial Accounting	
BA-310, Global Business (3 cr)	
BA-314, Business Ethics (3 cr)	
BA-315, Management Information Systems (3 cr)	
BA-324, Entrepreneurship & Business Plan Development (3 cr)	
BA-411, Business Law (3 cr)	
BA-478, Seminar in Leadership (3 cr)	
CP-250, The Bible in Current Perspective (3 cr)	
CP-350, World Religions (3 cr)	
CP-410, Living Issues (3 cr)	
FN-312, Financial Management (3 cr)	
FN-336, Advanced Managerial Finance (3 cr)	
MT-311, Organizational Behavior (3 cr)	
MT-335, Operations Management (3 cr)	
MT-431, Strategic Management (3 cr)	

*General Electives* to reach a minimum of 123 credits

*The following courses are important prerequisites for this program: AC-221 Principles of Accounting I, AC-222 Principles of Accounting II, MK-252 Principles of Marketing, and MT-212 Principles of Management. If you have not already completed them, please work with your Academic Advisor to schedule them before you join a BSBA cohort.*

\* Students entering the BSBA with a completed Associate degree will have these General Education requirements waived. Students who have not completed the Associate degree will receive transfer credit on a course-by-course basis and will be required to complete any of ENC's General Education requirements still remaining.

## Course Descriptions

### **AC-340 Managerial Accounting (3 cr.)**

Focuses on the information needs of management. The identification, measurement, accumulation, analysis, preparation, interpretation, and communication of information assist all levels of management in fulfilling organization goals. The process of gathering and analyzing this information and presenting it in a format useful to internal management is emphasized in this course.

*Prerequisite: AC-222.*

### **BA-310 Global Business (3 cr.)**

Provides students with an opportunity to acquire an understanding of how multinational companies can transact business successfully in response to the complex challenges of operating in a global environment. The course emphasizes the diverse economic, cultural, and institutional systems from an international, regional and global perspective, while incorporating the marketing, financial, managerial, and strategic considerations that lead to success.

*Prerequisites: MK-252 and MT-212.*

### **BA-314 Business Ethics (3 cr.)**

Provides an understanding of ethical problems in business. Examines the conceptual and practical implications of ethics for business conduct.

### **BA-315 Management Information Systems (3 cr.)**

Provides an overview of information systems – planning, organizing, leading, and applying information technology advancements. This course has a managerial perspective that describes how it supports business goals and functions, defines what information resources are available to the manager, and demonstrates how the manager is involved in the information development process.

### **BA-324 Entrepreneurship and Business Plan Development (3 cr.)**

Focuses on the development of a business plan that identifies a market need, evaluates the financial viability of the venture, and organizes the resources to launch the business. Specific emphasis will be given to sources of funding for entrepreneurial ventures and the appropriate legal forms of a business to accompany chosen financing strategies.

*Prerequisites: AC-221 and MT-212.*

### **BA-411 Business Law (3 cr.)**

Covers law of business regulation, contracts, and legal controls imposed in the business-society relationship. Includes study of basic contract law, uniform commercial code, and appropriate legal concepts as related to business activities.

### **BA-478 Seminar in Leadership (3 cr.)**

A laboratory experience providing opportunity for self-development and synthesis of the major themes explored during prior courses, including social responsibility, ethics, integration of faith with practice, personal development, group process, organization and leadership.

### **CP-250 Bible in Current Perspective (3 cr.)**

This course serves as a broad introduction to the Bible and the various ways it impacts both the church and contemporary society. It provides an introduction to the formation of the Christian canon and surveys the major themes of the Old and New Testaments. Throughout the course, connections are drawn between the Bible and other disciplines, especially connections to the topics covered in the other courses in the Cultural Perspectives curriculum.

### **CP-350 World Religions (3 cr)**

Studies the historical understandings and practices of the major belief systems of the world, such as: animism, Buddhism, Confucianism, Hinduism, Islam, Judaism, and secondary groups that have developed from them. The course will include visits to local places of worship and meditation.

*Prerequisite: CP-250*

### **CP-410 Living Issues (3 cr)**

The capstone course in ENC's Cultural Perspectives sequence of courses, designed to expose students to some of the major challenges facing humanity as a whole and the student as an individual. One of the primary course objectives is the exploration of the tensions and possibilities that exist for Christian faith and values in a society permeated with individualism, materialism, and despair. This course also deals with moral philosophy around the globe, considering social issues and morality from the vantage point of ethics and responsibility.

*Prerequisites: CP-250, CP-350, and Senior standing*

### **FN-312 Financial Management (3 cr.)**

Introduces the financing of business enterprise. Financial planning and control, analysis of alternative sources and uses of capital debt and equity, and cost of capital will be explored.

*Prerequisite: AC-222.*

### **FN-336 Advanced Managerial Finance (3 cr.)**

Studies specific financial cases and the need for ethics in finance within a system of well-established laws and industry regulation. Areas covered include cost of capital, capital structure, capital budgeting, dividend policy, financial analysis and forecasting, sales and lending practices, socially responsible investing, insider trading, hostile takeovers, and the ethics of bankruptcy.

*Prerequisite: FN-312.*

### **MT-311 Organizational Behavior (3 cr.)**

Studies the behavior of individuals and groups in organizational settings. Emphasis is given to topics including personality and individual differences, perception and attribution, attitudes, motivation, job design, performance and rewards, teamwork and group processes, leadership, power and politics, and decision making.

*Prerequisite: MT-212.*

### **MT-335 Operations Management (3 cr.)**

Studies issues and activities that relate to the creation of goods and services through the transformation of inputs to outputs. Topics studied include design of goods and services, process strategy, location strategies, layout strategies, project management, managing quality, supply-chain management, inventory management, and production planning.

*Prerequisites: MT-212.*

### **MT-431 Strategic Management (3 cr.)**

Integrates previous courses through the study of problems in policy formulation and implementation. The case study approach is utilized, as are discussions regarding current topics with emphasis on strategic planning.

*Prerequisites: All other business requirements.*