

BUSINESS (BUS)

BUS101 Introduction to Business (3 course hours)

Provides an overview of business including the various responsibilities and different forms of business, principles of management, operations management, human resource management, management information systems, marketing, finance and accounting, and business law.

Course offered: FA, SP

BUS223 Using Excel for Analytical Analysis (3 course hours)

Teaches Excel in the context of analyzing data for business solutions.

Course offered: FA, SP

BUS240 Economic Principles (3 course hours)

This course covers basic economic principles, key elements necessary for growth and prosperity, the role of government in providing economic stability and growth, economic aspects of the political process, market and government failure, and principles of personal finance.

Course offered: FA, SP

BUS250 Management Principles (3 course hours)

Introduces the role of the administrator or manager in the business environment, emphasizing: interactions between the manager and superiors, subordinates and peers; the functions of planning, organizing, leading and controlling; and the administrative skills of communication, decision making, and team management.

Course offered: FA, SP

BUS251 Financial Accounting (3 course hours)

Covers accounting for business and the preparation of accounting information.

Course offered: FA, SP

BUS253 Business Law (3 course hours)

Introduces the law, courts, and legal system: tort law and liability; contract formation and the doctrine of consideration; contractual capacity; illegal contracts and contract provisions; the law of sales under the Uniform Commercial Code; warranties and products liability law; and negotiable instruments.

Sophomore standing

Pre-requisites: Sophomore Standing or higher required

Course offered: FA, SP

BUS255 Marketing Principles (3 course hours)

In this course, students are exposed to a survey of the key concepts in marketing, including consumer orientation, market and consumer analyses, strategy development, segmentation, positioning, and the marketing mix.

Sophomore standing

Course offered: FA, SP

BUS261 Fundamentals of Managerial Accounting (3 course hours)

This course focuses on the application of internal financial data for use by management in decision making. Topics include forecasting, budgeting, cost control, quality control and performance evaluation.

Pre-requisites: MAT111

Course offered: SP

BUS295 Sophomore Business Internship (1-3 course hours)

Students practice skills acquired in internship business-related courses in businesses and/or industrial firms with supervision by college faculty. Requires a minimum of 10-15 hours per week on the job. Course may be repeated; however, a maximum of six hours will count toward graduation. Per of Instruc Required

Course offered: FA, SP, SU

BUS302 Business for the Common Good (1 course hour)

Provides foundational knowledge to explore, equip, and empower business professionals to make a positive economic and spiritual impact in local and global economies. Fulfills: GEN301 Equivalent

Course offered: FA, SP

BUS304 Critical Thinking, Research and Writing (3 course hours)

This course develops analytical writing and critical thinking skills within the context of business and organizational leadership and provides the basis of appropriate research techniques and skills necessary within the Judson University program.

BUS306 Strategic Management (3 course hours)

This course applies management principles and the relationship to organizational decision-making, emphasizing strategic planning, implementation, and evaluation.

BUS310 Event Planning (3 course hours)

This course provides an overview of the event management processes, technology, and logistics for producing successful and sustainable events.

Sophomore standing

Pre-requisites: Sophomore Standing or higher required

Course offered: FA

BUS326 Human Resource Management (3 course hours)

Studies principles of psychological knowledge as applied to a business organization, including motivation and incentive theory, personnel selection, leadership, human factors engineering, career development and work environment. REGISTRATION: Student must be at Junior or Senior standing (at least 60 hours earned) when the class begins. All others will be dropped from the class without instructor's authorization.

Upperclass students only

Pre-requisites: BUS101

Course offered: SP

BUS330 Managerial Budgeting and Accounting (3 course hours)

This course applies managerial accounting relevant to the business decision-making process. This course also explores the techniques of budgeting and cost/profit analysis.

BUS332 Professional Accounting Ethics (1 course hour)

Teaches professional accounting ethics necessary for passage of AICPA ethics exam, which is part of CPA licensing requirements for Illinois.

Pre-requisites: BUS340

Course offered: SP

BUS337 Integrated Marketing Communications (3 course hours)

This course teaches the value of creating a consistent marketing message that will build a brand image for consumers. This course will explore internal and external communications in the form of advertising, publicity, packaging, and promotional items that are offered through mass media.

BUS338 Principles of Marketing Management (3 course hours)

This course examines organizational marketing theories and practices as well as the management of these for organizational success and sustainability. Topics covered include marketing/marketing management historical review, basic concepts in marketing management, analyzing competitive markets for strategic action, developing strategies based upon the analysis, managing strategies for growth, and ending with an in-depth team group project.

BUS339 Strategic Marketing Management (3 course hours)

This course examines real-world global perspectives of strategic marketing to help the student be a decision-maker in his/her organization, pulling together the content from the prior three courses in this concentration. Topics include corporate and business marketing strategies, product strategies for new market entry/growth/mature/declining market perspectives, strategic marketing in today's digital world, and implementing and measuring successful strategies.

BUS340 Intermediate Accounting I (3 course hours)

Studies accounting theory as applied to funds flow and preparation of financial statements. Examines earnings and valuation of assets and qualitative factors used in analysis of financial statements.

Pre-requisites: C- or better in BUS261

Course offered: FA

BUS341 Intermediate Accounting II (3 course hours)

Covers stockholder's equity, leases, pensions, translation of currency, and reporting disclosures for financial statements.

Pre-requisites: BUS340

Course offered: SP

BUS342 Organizational/Corporate Finance (3 course hours)

This course studies the role of finance in a corporation, financial markets, financial analysis and planning, and capital budgeting. Covers cost of capital, capital structure, working capital and its management, and the sources of long-term capital.

BUS343 Money, Banking, Finance (3 course hours)

Analyzes money and the banking system and their relation to the economy.

Pre-requisites: BUS240

Course offered: FA

BUS344 Personal Finance (3 course hours)

Emphasizes through in-class simulation the processes for handling real-life financial issues: major purchases, funding college education, and retirement. Challenges students to develop the discipline to make positive financial decisions and balance life priorities.

Pre-requisites: Junior or Senior Standing required

Course offered: SP

BUS345 Integrated Mktg Communications (3 course hours)

Students will learn the value of creating a consistent marketing message that will build a brand image for consumers. This course will explore internal and external communications in the form of advertising, publicity, packaging, and promotional items that are offered through mass media both hard copy and digital formats.

Course offered: FA, SP

BUS346 Consumer Behavior (3 course hours)

Students will be introduced to the variables that influence the decisions of individuals or groups to have or consume goods and services. They also will learn how producers of goods and services use these variables to influence consumer choices of goods and services.

Upperclass students only

Pre-requisites: BUS255 or Junior or Senior Standing required

Course offered: SP

BUS347 Professional Skills (3 course hours)

This course prepares students to communicate and present themselves professionally as they prepare to launch their careers and grow in their chosen field of work. The course integrates oral and written communication with real-world business problems and opportunities. Students will learn how to create and deliver persuasive, results-oriented proposals in a variety of contexts. Special emphasis will be given to career preparation, including resume-writing, networking, interview skills, career planning, mentoring, and early-career success factors. REGISTRATION: Student must be at Junior or Senior standing (at least 60 hours earned) when the class begins. All others will be dropped from the class without instructor's authorization.

Sophomore standing

Pre-requisites: Sophomore Standing or higher required

Course offered: FA, SP

BUS348 International Business (3 course hours)

This course will address the global and national business environments, international trade and investment, international financial system, and international business management. Special emphasis will be placed on cultural and religious influence on international business practices.

Pre-requisites: BUS101

Course offered: SP

BUS349 Corporate Finance (3 course hours)

Emphasizes the role of finance in a corporation, financial markets, financial analysis and planning, and capital budgeting. Covers cost of capital, capital structure, working capital and its management, and sources of long term capital.

Pre-requisites: BUS251

Course offered: FA, SP

BUS350 Technology Management (3 course hours)

This course reviews management issues and technologies needed to understand to effectively deal with the rapidly changing world of technology. Emphasizes application to management and leadership decision making.

BUS351 Business Entity Income Taxation (3 course hours)

This course provides an introduction to the basic structure of federal income taxation and return preparation for partnerships, S corporations, and corporations.

Pre-requisites: C- or better in BUS251

Course offered: FA

BUS352 Cost Accounting (3 course hours)

Covers inventory planning and control, budgeting, process costing, cost behavior, cost-volume-profit analysis, accounting systems, and distribution-cost analysis.

Pre-requisites: BUS261

Course offered: SP

BUS353 Individual Income Tax (3 course hours)

Covers current tax laws, accounting for income and deductions, reporting responsibilities and preparation of federal income tax returns for individuals.

Pre-requisites: BUS251

Course offered: FA

BUS356 Consumer Behavior (3 course hours)

This course introduces students to the variables that influence the decisions of individuals or groups to have or consume goods and services. They also will learn how producers of goods and services use these variables to influence consumer choices of goods and services.

BUS357 Strategic Marketing for NPOs (3 course hours)

Strategic NPO Marketing will explain the purpose of NPOs, recruiting volunteers and clients, planning for capital campaigns, and manage activities and events to sustain the NPO.

Pre-requisites: C- or better in BUS255

Course offered: FA

BUS361 Professional Selling (3 course hours)

This is a skill based course that examines the elements of professional selling including buyer behavior, prospecting, needs analysis, relationship management, handling objections, closing, follow-up and organizing time.

Course offered: SP (even yrs)

BUS363 Leading an Entrepreneurial Venture (3 course hours)

This course analyzes and applies principles and practices of Entrepreneurial Management. This course introduces the student to effective techniques that assist in choosing, planning, raising capital, marketing, locating, and managing a small business. They will learn how these areas fit together and are vital to increase probability of success.

BUS364 Digital Marketing (3 course hours)

This course examines the use of digital technology as part of an organization's marketing strategy. Student will become well versed in current digital marketing methods and tactics, including, but not limited to: search engine optimization, online advertising, email marketing, and mobile marketing. This course will also address monitoring and analytics to refine and improve digital marketing efforts. An emphasis within this course will empower students to adapt to rapid changes in technology and tools.

Pre-requisites: BUS255 or JR/SR Standing

Course offered: FA, SP

BUS365 Professional Selling (3 course hours)

This course is skill based and examines the elements of professional selling including buyer behavior, prospecting, needs analysis, relationship management, handling objections, closing, follow-up and organizing time.

BUS367 Content/Social Media Marketing (3 course hours)

This course examines the use of new media within organizational settings. Students will build foundational knowledge and professional skills to create and promote an organization's brand story through content development and social media. Students will learn to use the current top social media tools, create a content plan, and develop a social media strategy that aligns with an organization's marketing objectives. Additionally, students will establish a professional brand strategy for themselves.

Pre-requisites: BUS255 or JR/SR Standing

Course offered: FA, SP

BUS374 Economics (3 course hours)

This course presents the principles and theories of micro and macroeconomics. It also explores its application to organizations, including decision making.

BUS376 Financial Accounting and Analysis (3 course hours)

This course focuses on financial accounting and management's use of it. It covers analysis techniques and applications for organizations and corporations.

BUS378 Business Law (3 course hours)

This course covers the legal environment of business. Topics include areas of law relevant to business operations, general legal, environment, and employment issues.

BUS401 Leading Teams (3 course hours)

Analyzes the basic principles of leadership. Evaluates the underlying philosophies of leadership theory and how individuals can train themselves to be effective leaders in various organizations. Emphasizes leadership of teams and how to develop high performance teams.

Pre-requisites: BUS250

Course offered: SP

BUS410 Marketing Management (3 course hours)

Covers components of marketing from a problem-oriented perspective employing extensive use of the case study method. Students will be challenged to apply the basic concepts learned in introductory marketing courses to business situations through the use of the case study method and an interactive competitive simulation. Over all course emphasis will be on the development of sound consistent marketing strategies and effective implementation of the market mix.

Pre-requisites: BUS255

Course offered: SP

BUS412 Project Management (3 course hours)

An overview of project management consisting of: understanding what a project is and the various phases of a project; evaluating the project against organizational objectives, cost-benefit and systems impact criteria; developing an implementation plan to meet organizational and project objectives; identifying barriers such as resistance to change; dealing with conflict management; and identifying style as it relates to project management.

Pre-requisites: BUS250

Course offered: SP

BUS421 Leading Innovation (3 course hours)

This course focuses on creating a culture of innovation within an organization.

BUS423 Ethics in Business and Accounting (3 course hours)

This course is a two-part study of ethics for business students. The first part is an in-depth introduction to ethics in the major areas of business; such as management, accounting, finance, marketing, international business, and leadership. The purpose of the course is to enable future business professionals to better understand the moral challenges they will face. Whereas, business ethics focuses on what is morally right and wrong in business, Christian ethics deals with what is morally right and wrong for a Christian. Therefore, the second component of this course is comparative study of secular ethics to Christian ethics.

Course offered: SP

BUS425 Marketing Analytics (3 course hours)

This course incorporates research techniques to investigate current marketing trends. Emphasis is placed on problem solving through data driven solutions.

BUS443 Public Relations (3 course hours)

Students examine public relations as a profession and a practice, including the planning, implementation and evaluation of public relations campaigns. The course includes study of the nature, ethics problems and significance of public relations in the digital age.

Pre-requisites: ENG102 and Junior or Senior Standing required

Course offered: FA

BUS451 Advanced Accounting (3 course hours)

Concentrates on accounting for partnerships, income distribution and liquidation. Includes: intracompany transactions, business combinations, bankruptcies, governmental and nonprofit organizations.

Pre-requisites: BUS341

Course offered: FA

BUS452 Auditing (3 course hours)

Covers auditing principles and procedures, standards, examination of financial statements and supporting records, internal controls, working papers and auditors' reports. Integrates accounting ethics and the application of ethics principles to auditing procedures.

Pre-requisites: BUS341

Course offered: SP

BUS454 Entrep/New Venture Management (3 course hours)

Covers the skills and business strategies necessary for creating and implementing a successful small business, professional practice, or not for profit organization. Additional topics include the characteristics of entrepreneurs, the analysis of the economic climate, techniques for creativity and innovation of new ideas and/or products securing technical and financial support, and the knowledge required to manage a business in its early stages of growth. A business product and/or not for profit organization that would fulfill a consumer need will be identified and researched in terms of legal constraints, competition, and consumer market.

Pre-requisites: Junior or Senior Standing required

Course offered: FA

BUS456 Investments (3 course hours)

Provides fundamental concepts related to financial investments for personal and professional portfolio management. Includes: investment theory, capital market theory, changing investment environment and regulation, stock analysis and fixed income security analysis.

Pre-requisites: BUS261

Course offered: SP

BUS457 Strategic Planning & Assessment (3 course hours)

Learn and apply qualitative and quantitative analytical approaches to developing organizational strategic directions.

Pre-requisites: Junior or Senior Standing required

Course offered: FA, SP

BUS462 Marketing Research (3 course hours)

This course provides an overview of the marketing research process. Students will be exposed to key concepts in marketing research including research management, research design, data generation, data analysis and results implementation. Practical experience is gained through the team execution of a marketing research project.

Pre-requisites: BUS255

Course offered: FA

BUS485 Business Capstone (3 course hours)

This course synthesizes content learned during the business administration and organizational leadership programs. It includes being part of the leadership team utilizing an online simulation tool to lead a virtual organization and watch the outcomes over a 7-year time period, while developing a Business Strategy Report. The Business Strategy Report includes business outcomes and a summary of the changes you chose to produce the results. While working with your team on the corporate project you will personally reflect and access how you will utilize your learning in moving forward in your current organization or in your next vocational/entrepreneurial opportunity.

BUS494 Accounting Business Internship (1-6 course hours)

This course provides real world experience via an accounting internship. Per of Instruc Required

Pre-requisites: BUS251 and BUS261

Course offered: FA, SP

BUS495 Senior Business Internship (1-6 course hours)

Upper division students practice skills acquired in business-related courses in businesses and/or industrial firms with supervision by college faculty. Requires a minimum of 10-15 hours per week on the job. Course may be repeated; however, a maximum of six hours will count toward graduation.

Per of Instruc Required

Course offered: FA, SP, SU

BUS501 Fundamentals of Project Management (3 course hours)

This course will introduce Project Management and how it is used in virtually every industry to increase the probability that selected initiatives will deliver value, increase efficiency, and ensure compliance.

BUS502 Mastering the Waterfall Project Management Method (3 course hours)

This course provides students with a deep understanding of the Waterfall methodology used in project management, which is the most traditional project management method. Students will learn to apply the Waterfall method, which provides a linear guideline to planning, managing, controlling, and delivering projects. Students will also learn to apply Waterfall estimating techniques to determine project cost. Finally, students will be able to describe the business value of waterfall.

BUS503 Mastering the Agile Project Management Methodology (3 course hours)

This course provides students with a deep understanding of the agile methodology used in project management, which is a responsive and iterative approach. Students will learn to apply the Agile method to plan, manage, control, and deliver projects, on time, on-budget and in scope. Students will also learn to apply Agile estimating techniques to determine project cost. Finally, students will be able to describe the business value of agile.

BUS504 Advanced Project Management Concept (3 course hours)

This course provides a capstone experience to students within the project management concentration or certificate. Students will develop a business case addressing the value of implementing and managing project management offices within organizations. Students will also learn a higher level of project management to address managing project portfolios. Students will also establish career goals related to the project management field and assess their readiness for national project management certification.

Pre-requisites: BUS501 and BUS502 and BUS503

BUS505 Business Analytics (3 course hours)

This course focuses on correct problem identification and employs the use of business statistics to make business recommendations.

BUS510 Managerial Accounting (3 course hours)

This course focuses on the roles of leaders and managers in managerial accounting. The course covers topics that include managerial accounting, and cost concepts, job order and process costing, variable costing, activity-based costing, profit planning, flexible budgets, standard costing, performance measurements, differential analysis, capital budgeting, statement of cash flows, and financial statement analysis.

BUS520 Financial Management (3 course hours)

The course will cover the basic issues in financial management of organizations including the role of the Chief Financial Officer, financial staff organization, financial statement analysis and use, financial forecasting, working capital and current asset management, long and short-term sources of financing, time value of money, capital budgeting, capital markets, and international financial issues. Current financial developments in the overall environment will also be discussed.

BUS530 Operations and Supply Chain Management (3 course hours)

This course helps students to gain an introduction to the field of Operations and Supply Chain Management. While operations management is the management of systems and processes that create goods and services to the end user, supply chain management determines the optimal strategy for measuring quality, managing inventory, logistics, and many steps in between, while transporting goods to end users. The operations discipline contains many activities such as forecasting, capacity planning, scheduling, and job design. This course will also cover today's extremely relevant subject of Supply Chain Management. The student will receive a comprehensive understanding of this subject, from supply chain strategies, manufacturing, and service processes, to supply and demand planning control, strategic capacity management, inventory management, facilities selection, and more. The student will be able to lead and participate as a decisive leader in the operations and supply chain management processes in a business setting, whether at a for-profit or non-profit organization.

BUS540 Marketing (3 course hours)

This course focuses on the marketing function in organizational management. Students will learn to use the tools required to: collect relevant data from the marketplaces their organization serves, critically analyze the data, and compose projective estimates of the organization's opportunities and challenges.

BUS550 Managerial Economics (3 course hours)

This course will help students think beyond stage one. Students will think beyond the immediate consequences of decisions implemented within and outside a corporation to the long-term repercussions of those decisions, which are often different and longer lasting. Additionally, as many of the economic decisions managers will face are a direct result of politics and social policies, the interplay of government with economics will be a recurring theme in this course.

BUS560 International Business (3 course hours)

This course provides the framework for conducting business in the global marketplace, and applying critical thinking skills to enhance organizational growth around the world. Topics covered include critically thinking through the national differences in political, economic, legal, and ethical systems, global trade and investments, global monetary systems, and the strategy and structure of international businesses, including entry strategies and strategic alliances. Rounding out the course is an understanding of international business functions: import/export, global production and supply chain management, global HR, marketing and R&D, and global accounting and finance in international business.

BUS585 MBA Capstone (3 course hours)

This course examines the strategic planning process, strategic thinking techniques, and vital elements of strategic management. Students will draw on the learning from their MBA courses to strategize successful results for an organization. Emphasis is on determining bold goals, evaluating current strategies, designing new strategies, developing critical success factors, and selecting effective deployment methods, as applied in a highly interactive gaming approach. Learners use a simulated company to draft a comprehensive strategic plan.

BUS590 Applied Experience in Business Settings (1 course hour)

This course provides students with the opportunity to link their business work experience to Master of Business Administration learning outcomes. Students will apply business theories and concepts to their work functions within a specific organization. In order to take this course, students must be actively employed in an organization in which they can apply business principles. A maximum of four Experiential Learning courses may be taken; however, only one can be taken in any academic term. Students must be enrolled in the Traditional MBA program in order for this course to meet the requirements of their degree.