

STOLTZ SCHOOL OF BUSINESS

Mission Statement

The Stoltz School of Business is committed to graduating Christian students in career-ready programs and majors, who have acquired exceptional professional and technical skills and a solid biblical worldview. Our goal is for alumni to excel in their careers, becoming leaders and advancing Christ's Kingdom in the marketplace.

The Stoltz School of Business is dedicated to providing a fully integrated business curriculum for our alumni to function exceptionally within their business field and prepare for graduate programs. Northwestern offers courses in all facets of business, integrating moral and ethical considerations with practical, market-relevant application. This comprehensive education, taught from a Christian perspective, allows our alumni to fulfill the scriptural demand to steward the resources and talents which the Lord has entrusted to them.

The Stoltz School of Business offers the following degree programs: Bachelor of Arts or Bachelor of Science in Accounting, Business Administration, Finance, and Marketing, as well as a Bachelor of Science in Healthcare Management.

Bachelor/Accelerated Graduate Business Degree Program

Undergraduate students in the Stoltz School of Business may apply to take graduate-level courses to accelerate the completion of a graduate degree, saving time and money. Students approved to take these courses will register for the 5000-level version of the courses, up to 14 credits, ensuring the courses are credited toward both the undergraduate and graduate degree if enrolled in the graduate program within the designated time frame.

Eligibility: After achieving at least 45 undergraduate credits, students may apply to the accelerated program by sending a letter of interest to the Dean of the Stoltz School of Business, accompanied by a resume and writing sample. The Dean will evaluate the student's letter of interest, resume, and writing sample, as well as the student's GPA and performance in all business-related coursework. To be eligible, students must have a cumulative GPA of 3.000 or above and have received a C or better in all business-related courses.

Important Note: All graduate-level courses taken as an undergraduate student must be completed with a grade of "C" or better to satisfy graduate degree requirements. Admittance to the accelerated program does not guarantee admittance to UNW's graduate program. See the graduate catalog for graduate program admission requirements and process.

Accounting Major

Bachelor of Arts or Bachelor of Science

The Accounting major is designed to prepare students for careers as corporate accountants, public accounting professionals, consultants, internal auditors, governmental accountants, non-profit accountants, fraud examiners, or financial analysts. The degree is granted upon successful completion of credits specified here and on pages 51–52 (40 credits must be successfully completed in 3000- or 4000-level courses).

Accounting Major – CPA Credential Eligibility

CPA licensing is managed at the state level and eligibility requirements, including upper-level coursework and number of credits completed, may vary state to state. Certain states require 150 credits to obtain CPA licensure. The Analytics and Reporting track is designed to provide one possible way to achieve this. Students should speak with their advisor if they have questions about exam eligibility.

- **Scientific & Quantitative Literacy** courses in core curriculum: C- or better in social science courses ECO2201, ECO2211 and ECO2212, ICS2045, POS1005, PSY1005, or SOC1035, and mathematics course MAT1035 or approved substitutions.
- **Students must receive** a grade of C or better in all Business Core courses. Courses with grades below C must be repeated.
- **B.A. option** requires achieving 1002-level competency in an approved foreign language. See page 50.

Business Core 29 cr

ACC2101	Principles of Financial Accounting	4
ACC2102	Principles of Managerial Accounting	4
BUS1115	Introduction to Spreadsheets	2
BUS2011	Introduction to Business Analysis	2
BUS3331	Business Law - Contract and Agency	3
BUS3835	Professional Skills Seminar	2
BUS4435	Business Ethics [OCE, WCE]	4
MGT2271	Management	4
MKT1085	Principles of Marketing	4

Accounting Requirements 29 cr

ACC3201	Intermediate Accounting I	4
ACC3202	Intermediate Accounting II	4
ACC3206	Cost Accounting	4
ACC4305	Auditing	4
ACC4306	Individual Income Taxation	4
ACC4307	Advanced Accounting	4
ACC4995	Accounting Internship*	1
FIN3222	Finance II	2
MGT3255	Human Resource Management	2

Concentration 12 or 37 cr

Select a concentration. Requirements are listed below.

Business Accounting (12 cr)

ACC3235	Accounting Information Systems	4
ACC4205	Corporate and Partnership Income Taxation or	
ACC4308	Governmental and Non-Profit Accounting	2
Select from upper-level courses with ACC, BUS, DAL, FIN, HCM, MGT, or MKT prefix		6

Analytics & Reporting (37 cr)

ACC3235	Accounting Information Systems	4
ACC4205	Corporate and Partnership Income Taxation	2
ACC4308	Governmental and Non-Profit Accounting	2
DAL3255	Data Modeling	4
DAL4045	Generative AI and Ethics	2
DAL4275	Business and Economic Forecasting	4
MAT2055	Statistics	4
Select from upper-level courses with ACC, BUS, DAL, FIN, HCM, MGT, or MKT prefix		6
General Electives (with any prefix)		9**

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SEE PAGE 49 FOR EXPLANATION AND PREREQUISITES.

* INTERNSHIP MUST BE A 240-HOUR MINIMUM, NON-UNW WORK EXPERIENCE, PAID, AND APPROVED BY ADVISOR IN ADVANCE.

** NEEDED TO ARRIVE AT 150 TOTAL CREDITS TO SIT FOR CPA (STATE-SPECIFIC)

Course Requirements for Accounting/Accelerated Graduate Business Degree Program

Students who are accepted into the accelerated graduate degree program may substitute up to 14 credits of the following graduate-level courses into the undergraduate degree, in place of the related undergraduate courses, to fulfill major or core curriculum requirements. Refer to the graduate catalog for specific graduate program requirements.

Undergraduate Courses

MGT3255	Human Resource Management	2
BUS4435	Business Ethics [OCE, WCE]	4
FIN3222	Finance II	2
MAT2055	Statistics	4
DAL4045	Generative AI and Ethics	2
DAL3255	Data Modeling	4
DAL4275	Business and Economic Forecasting	4
HCM4080	Strategic Management in Healthcare	4
HCM4085	Healthcare Leadership	4
HCM4087	Healthcare Law and Ethics	2
HCM4089	Finance Systems in Healthcare	4

Graduate Courses Substitutions. Select up to 14 cr

BUA5220U	Human Resource Leadership	2
BUA5420U	Business Leadership Ethics [OCE, WCE]	4
BUA5720U	Managerial Finance	2
DAL5625	Business Statistics and Analytics	4
DAL5645	Generative AI and Business	2
DAL5655	Data Modeling for Business Analytics	4
DAL5675	Forecasting Economic Principles and Applications	4
HCM5080	Healthcare Policy and Management	4
HCM5085	Leadership in Healthcare	4
HCM5087	Law and Ethics in Healthcare	2
HCM5089	Healthcare Financial Systems	4

Accounting Minor 20 cr

Required Courses: ACC2101, 2102, 3201, 3202. Select 4 credits with ACC-prefix.

Business Administration Major (AU Online)

Bachelor of Science

The Bachelor of Science in Business Administration is designed to prepare students for a variety of management careers in for-profit firms or nonprofit organizations. Business graduates frequently join small companies or return to manage family businesses. Students complete a well-balanced program in business administration and are able to customize their business selectives or declare a concentration. The degree is granted upon successful completion of credits specified here and on pages 51-52 (40 credits must be successfully completed in 3000- or 4000-level courses).

- **Scientific & Quantitative Literacy** courses in core curriculum: C- or better in social science courses ECO2001 and ECO2002 and mathematics course BUS2035, MAT1035, or MAT2055.
- **Students must receive** a grade of C or better in all Business Core courses. Courses with grades below C must be repeated.

Business Core 38 cr

ACC2101	Principles of Financial Accounting	.4
ACC2102	Principles of Managerial Accounting	.4
BUS1115	Introduction to Spreadsheets	.2
BUS2011	Introduction to Business Analysis	.2
BUS2035	Business Mathematics and Statistics or	
MAT1035	Business Mathematics or	
MAT2055	Statistics	
	(SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
BUS3035	Business Law and Contracts	.2
BUS3235	Global Business	.4
BUS3836	Professional Skills	.2
BUS4435	Business Ethics [OCE, WCE]	.4
ECO2001	Macroeconomics	
	(SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
ECO2002	Microeconomics	
	(SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
FIN3228	Finance	.3
MGT2271	Management	.4
MGT4855	Corporate Strategies and Policies	.4
MKT2085	Marketing	.3

Concentration/Selectives 12–14 cr

Select a concentration/selectives. Requirements are listed below.

Analytics (10 or 14 cr)

BUS2035	Business Mathematics and Statistics or	
MAT2055	Statistics	.4
DAL3255	Data Modeling	.4
DAL4045	Generative AI and Ethics	.2
DAL4275	Business and Economic Forecasting	.4

Entrepreneurship (12 cr)

MGT3075	Entrepreneurship	.2
MGT3255	Human Resource Management	.2
MGT3275	Small Business Management	.2
MGT3276	Operations Management	.2
MGT3376	Supply Chain Management	.2
MGT4267	Project Management	.2

Healthcare Management (14 cr)

HCM4080	Strategic Management in Healthcare	.4
HCM4085	Healthcare Leadership	.4
HCM4087	Healthcare Law and Ethics	.2
HCM4089	Finance Systems in Healthcare	.4

Strategic Management (12 cr)

MGT3255	Human Resource Management	.2
MGT3276	Operations Management	.2
MGT4246	Organizational Strategy or	
BUA5010	Managerial Leadership	.4
MGT4267	Project Management	.2
MGT4355	Human Resources for Competitive Advantage	.2

General Business Selectives (12 cr)

Any 12 credits of lower- or upper-level electives (ACC, BUA, BUS, DAL, ECO, FIN, HCM, LDR, MGT, or MKT).
Related transfer courses may apply toward elective credits.

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Course Requirements for AU Online Business Administration/Accelerated Graduate Business Degree Program

Students who are accepted into the accelerated graduate degree program may substitute up to 14 credits of the following graduate-level courses into the undergraduate degree, in place of the related undergraduate courses, to fulfill major or core curriculum requirements. Refer to the graduate catalog for specific graduate program requirements.

Undergraduate Courses			Graduate Courses Substitutions. Select up to 14 cr		
MGT3255	Human Resource Management	.2	BUA5220	Human Resource Leadership	.2
BUS4435	Business Ethics [OCE, WCE].	.4	BUA5420	Business Leadership Ethics	.4
FIN3228	Finance.	.3	BUA5720	Managerial Finance.	.2
BUS2035	Business Mathematics and Statistics.	.4	DAL5625	Business Statistics and Analytics	.4
MAT2055	Statistics.	.4	DAL5625	Business Statistics and Analytics	.4
DAL4045	Generative AI and Ethics	.2	DAL5645	Generative AI in Business	.2
DAL3255	Data Modeling.	.4	DAL5655	Data Modeling for Business Analytics.	.4
DAL4275	Business and Economic Forecasting	.4	DAL5675	Forecasting Economic Principles and Applications . .	.4
HCM4080	Strategic Management in Healthcare	.4	HCM5080	Healthcare Policy and Management	.4
HCM4085	Healthcare Leadership	.4	HCM5085	Leadership in Healthcare	.4
HCM4087	Healthcare Law and Ethics	.2	HCM5087	Law and Ethics in Healthcare	.2
HCM4089	Finance Systems in Healthcare.	.4	HCM5089	Healthcare Financial Systems.	.4

Analytics Minor (AU Online)16 cr

Required Courses: BUS2011, BUS2035 or MAT2055, DAL3255, 4045, 4275.

Business Minor (AU Online)17 cr

Required Courses: ACC2101, MGT2271, MKT2085, and select 6 credits from ACC, BUS, ECO, FIN, HCM, MGT, or MKT.

Business Administration Major (TR On-Campus)

Bachelor of Arts or Bachelor of Science

The Business Administration major is designed to prepare students for a variety of management careers in for-profit firms or nonprofit organizations. Graduates with Business Administration majors frequently join small companies or return to manage family businesses. This program is the most flexible of our business majors. Students follow a well-balanced program in business administration and customize business electives to pursue particular areas of interest. The degree is granted upon successful completion of credits specified here and on pages 51–52 (40 credits must be successfully completed in 3000- or 4000-level courses).

- **Scientific & Quantitative Literacy** courses in core curriculum: C- or better in social science courses ECO2201, ECO2211 and ECO2212, ICS2045, POS1005, PSY1005, or SOC1035, and mathematics course MAT1035 or approved substitutions.
- **Students must receive** a grade of C or better in all Business Core courses. Courses with grades below C must be repeated.
- **B.A. option requires** achieving 1002-level competency in an approved foreign language. See page 50.

Business Core 29 cr

ACC2101	Principles of Financial Accounting	.4
ACC2102	Principles of Managerial Accounting	.4
BUS1115	Introduction to Spreadsheets	.2
BUS2011	Introduction to Business Analysis	.2
BUS3331	Business Law - Contract and Agency	.3
BUS3835	Professional Skills Seminar	.2
BUS4435	Business Ethics [OCE, WCE]	.4
MGT2271	Management	.4
MKT1085	Principles of Marketing	.4

Business Requirements 15 cr

BUS3235	Global Business	.4
BUS4995	Business Administration Internship*	.1
FIN2221	Finance I	.2
FIN3222	Finance II	.2
MGT3276	Operations Management	.2
MGT4855	Corporate Strategies and Policies	.4

Business Electives 4–8 cr

Select from upper-level courses with ACC, BUS, COM, DAL, FIN, HCM, MGT, MIS, MKT prefix or ECO2213.

Concentration 8–14 cr

Select a concentration. Requirements are listed below.

Analytics (14 cr)

DAL3255	Data Modeling	.4
DAL4045	Generative AI and Ethics	.2
DAL4275	Business and Economic Forecasting	.4
MAT2055	Statistics	.4

Construction/Property Management (10 cr)

ACC3206	Cost Accounting	.4
MGT3275	Small Business Management	.2
MGT3376	Supply Chain Management	.2
MGT4267	Project Management	.2

Digital Branding Strategies (10 cr)

MGT4267	Project Management	.2
MKT3165	Digital Marketing	.4
MKT3188	Advertising and Promotion	.4

Entrepreneurship/Family Business (8 cr)

BUS4332	Business Law – Partnerships & Corporations	.2
MGT3075	Entrepreneurship	.2
MGT3255	Human Resource Management	.2
MGT3275	Small Business Management	.2

Global Studies (12 cr)

Select from the following:

BUS4665	Global Experience Assessment	.1
ECO2213	Principles of Microeconomics	.2
HIS3145	History of Twentieth Century Europe	.4
HIS3155	History of East Asia	.4
HIS3156	History of Russia from Earliest Times to the Present	.4
ICS2045	Socio-cultural Anthropology	.4
ICS3068	Relief and Development	2–3
LIT3145	Contemporary World Literature	.2
POS3205	International Relations since World War II	.4
Any course(s) with CHN or SPA prefix		
Any awarded language credits		

Healthcare Management (14 cr)

HCM4080	Strategic Management in Healthcare	.4
HCM4085	Healthcare Leadership	.4
HCM4087	Healthcare Law and Ethics	.2
HCM4089	Finance Systems in Healthcare	.4

Intercultural Relationship Management (12 cr)

ICS2045	Socio-cultural Anthropology	.4
ICS3107	Biblical Theology of Mission	.2

Select 6 credits from the following:

BUS4996	Global Business Internship	.1
COM3107	Intercultural Communication	.4
Any course with CHN, ICS, or SPA prefix		
Any awarded language credits		

Leadership (10 cr)

BUS3005	Principles and Practices of Leadership	4
BUS4615	Practicum and Seminar in Leadership	4
MGT3255	Human Resource Management	2

Logistics/Operations (8 cr)

BUS4332	Business Law – Partnerships & Corporations	2
MGT3275	Small Business Management	2
MGT3376	Supply Chain Management	2
MGT4267	Project Management	2

Nonprofit Leadership (10 cr)

ICS3107	Biblical Theology of Mission	2
LDR3060	Foundations of Nonprofit Leadership	2
MGT3255	Human Resource Management	2
Select from upper-level courses with prefix:		
ACC, BUS, FIN, HCM, ICS, LDR, MGT, or MKT prefix		4

QSR/Hospitality (10 cr)

MGT3075	Entrepreneurship	2
MGT3255	Human Resource Management	2
MGT3275	Small Business Management	2
MGT3376	Supply Chain Management	2
MGT4267	Project Management	2

Sports Management (8 cr)

KIN1065	Principles of Sports Management	2
KIN3035	Sports Marketing	4
PRL3187	Sport Public Relations	2

Strategic Management (10 cr)

FIN2026	Money and Banking	4
MGT3255	Human Resource Management	2
MGT3275	Small Business Management	2
MGT4267	Project Management	2

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*INTERNSHIP MUST BE A 240-HOUR MINIMUM, NON-UNW WORK EXPERIENCE, PAID, AND APPROVED BY ADVISOR IN ADVANCE.

Course Requirements for Business Administration/Accelerated Graduate Business Degree Program

Students who are accepted into the accelerated graduate degree program may substitute up to 14 credits of the following graduate-level courses into the undergraduate degree, in place of the related undergraduate courses, to fulfill major or core curriculum requirements. Refer to the graduate catalog for specific graduate program requirements.

Undergraduate Courses

MGT3255	Human Resource Management	2
BUS4435	Business Ethics [OCE, WCE]	4
FIN3222	Finance II	2
MAT2055	Statistics	4
DAL4045	Generative AI and Ethics	2
DAL3255	Data Modeling	4
DAL4275	Business and Economic Forecasting	4
HCM4080	Strategic Management in Healthcare	4
HCM4085	Healthcare Leadership	4
HCM4087	Healthcare Law and Ethics	2
HCM4089	Finance Systems in Healthcare	4

Graduate Courses Substitutions. Select up to 14 cr

BUA5220U	Human Resource Leadership	2
BUA5420U	Business Leadership Ethics [OCE, WCE]	4
BUA5720U	Managerial Finance	2
DAL5625	Business Statistics and Analytics	4
DAL5645	Generative AI and Business	2
DAL5655	Data Modeling for Business Analytics	4
DAL5675	Forecasting Economic Principles and Applications	4
HCM5080	Healthcare Policy and Management	4
HCM5085	Leadership in Healthcare	4
HCM5087	Law and Ethics in Healthcare	2
HCM5089	Healthcare Financial Systems	4

Analytics Minor (TR On-Campus)16 cr

Required Courses: BUS2011, MAT2055, DAL3255, 4045, 4275.

Business Administration Minor (for TR On-Campus non-Stoltz School of Business majors) . . 18–19 cr

Required Courses: ACC2101, 2102, MGT2271, MKT1085; select one from the following: BUS3331, ECO2211, FIN2221, MGT3255.

NOTE: THIS MINOR IS NOT AVAILABLE TO STUDENTS PURSUING ANY BUSINESS MAJOR.

Entrepreneurship Minor (for TR On-Campus non-Stoltz School of Business majors)20 cr

Required Courses: ACC2101, MGT2271, 3075, 3255, 3275, 3276, MKT1085.

Entrepreneurship Minor (for TR On-Campus Stoltz School of Business majors)18 cr

Required Courses: BUS3005, 4332, MGT3075, 3255, 3275, 3276, 3376, 4267.

Finance Major

Bachelor of Arts or Bachelor of Science

The Finance major is designed to train undergraduate students to understand and utilize the concepts of business finance commonly used in today's corporate and investment communities. Examples of these are risk analysis, taxation, corporate and personal financial planning, investments, cost accounting, and financial analysis. The purpose of the program is to prepare students to perform in either personal or corporate finance. The degree is granted upon successful completion of credits specified here and on pages 51–52 (40 credits must be successfully completed in 3000- or 4000-level courses).

- **Scientific & Quantitative Literacy** courses in core curriculum: C- or better in social science courses ECO2201, ECO2211 and ECO2212, ICS2045, POS1005, PSY1005, or SOC1035, and mathematics course MAT1035 or approved substitutions.
- **Students must receive** a grade of C or better in all Business Core courses. Courses with grades below C must be repeated.
- **B.A. option** requires achieving 1002-level competency in an approved foreign language. See page 50.

Business Core 29 cr

ACC2101	Principles of Financial Accounting	.4
ACC2102	Principles of Managerial Accounting	.4
BUS1115	Introduction to Spreadsheets	.2
BUS2011	Introduction to Business Analysis	.2
BUS3331	Business Law - Contract and Agency	.3
BUS3835	Professional Skills Seminar	.2
BUS4435	Business Ethics [OCE, WCE]	.4
MGT2271	Management	.4
MKT1085	Principles of Marketing	.4

Finance Requirements. 13 cr

FIN2025	Personal Money Management	.2
FIN2221	Finance I	.2
FIN3222	Finance II	.2
FIN3225	Investments	.4
FIN4995	Finance Internship*	.1

Select two credits from the following:

FIN4398	Eagle Investment Fund	.0-1
MGT3275	Small Business Management	.2
MGT3276	Operations Management	.2
MGT4245	Business Strategy	.2

Concentration 14–18 cr

Select a concentration. Requirements are listed below.

Analytics (14 cr)

DAL3255	Data Modeling	.4
DAL4045	Generative AI and Ethics	.2
DAL4275	Business and Economic Forecasting	.4
MAT2055	Statistics	.4

Corporate Finance (16 cr)

ACC3206	Cost Accounting	.4
ACC4205	Corporate and Partnership Income Taxation	.2
BUS4332	Business Law Partnerships and Corporations	.2
FIN2026	Money and Banking	.4
Select from upper-level business electives (ACC, BUS, COM, DAL, ECO, FIN, HCM, MGT, or MKT prefixes)		.4

Financial Planning (18 cr)

ACC4306	Individual Income Taxation	.4
FIN3035	Retirement Planning & Employee Benefits	.2
FIN3045	Insurance Planning	.2
FIN3227	Estate Planning	.2
FIN4325	Financial Planning Fundamentals	.4
FIN4857	Financial Planning Capstone	.4

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Course Requirements for Finance/Accelerated Graduate Business Degree Program

Students who are accepted into the accelerated graduate degree program may substitute up to 14 credits of the following graduate-level courses into the undergraduate degree, in place of the related undergraduate courses, to fulfill major or core curriculum requirements. Refer to the graduate catalog for specific graduate program requirements.

Undergraduate Courses

MGT3255	Human Resource Management	.2
BUS4435	Business Ethics [OCE, WCE]	.4
FIN3222	Finance II	.2
MAT2055	Statistics	.4
DAL4045	Generative AI and Ethics	.2
DAL3255	Data Modeling	.4
DAL4275	Business and Economic Forecasting	.4
HCM4080	Strategic Management in Healthcare	.4
HCM4085	Healthcare Leadership	.4
HCM4087	Healthcare Law and Ethics	.2
HCM4089	Finance Systems in Healthcare	.4

Graduate Courses Substitutions. Select up to 14 cr

BUA5220U	Human Resource Leadership	.2
BUA5420U	Business Leadership Ethics [OCE, WCE]	.4
BUA5720U	Managerial Finance	.2
DAL5625	Business Statistics and Analytics	.4
DAL5645	Generative AI and Business	.2
DAL5655	Data Modeling for Business Analytics	.4
DAL5675	Forecasting Economic Principles and Applications	.4
HCM5080	Healthcare Policy and Management	.4
HCM5085	Leadership in Healthcare	.4
HCM5087	Law and Ethics in Healthcare	.2
HCM5089	Healthcare Financial Systems	.4

Finance Minor16 cr

Required Courses: FIN2221, 3222, 3225; select 8 credits from the following: ACC3206, 4205, 4306, BUS4332, MGT3276, 4245, any course with a FIN-prefix.

Healthcare Management Major (AU Online)

Bachelor of Science

The Bachelor of Science in Healthcare Management is designed to prepare students for management and leadership roles in healthcare organizations. Coursework provides practical teaching in navigating healthcare ethics, understanding public health issues, serving diverse populations, and learning the unique financial systems of the healthcare industry. Courses are taught by professionals in the field, giving students a competitive advantage over others with general business or management training. This degree serves as a foundation for further study or formal certification in hospital administration, and it provides an alternative for students seeking advancement in the healthcare field beyond the direct care experience. The degree is granted upon successful completion of credits specified here and on pages 51-52 (40 credits must be successfully completed in 3000- or 4000-level courses).

- **Scientific & Quantitative Literacy** courses in core curriculum: C- or better in social science courses ECO2001 and ECO2002 and mathematics course BUS2035, MAT1035, or MAT2055.
- **Students must receive** a grade of C or better in all Business Core courses. Courses with grades below C must be repeated.

Business Core31 cr

ACC2101	Principles of Financial Accounting	4
ACC2102	Principles of Managerial Accounting	4
BUS1115	Introduction to Spreadsheets	2
BUS2011	Introduction to Business Analysis	2
BUS2035	Business Mathematics and Statistics or	
MAT1035	Business Mathematics or	
MAT2055	Statistics	
	(SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
BUS3035	Business Law and Contracts	2
BUS3836	Professional Skills	2
BUS4435	Business Ethics [OCE, WCE]	4
ECO2001	Macroeconomics	
	(SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
ECO2002	Microeconomics	
	(SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
MGT2271	Management	4
MGT3255	Human Resource Management	2
MGT3276	Operations Management	2
MKT2085	Marketing	3

Healthcare Management Requirements18 cr

HCM4015	Public Health	2
HCM4027	Serving Diverse Communities	2
HCM4080	Strategic Management in Healthcare	4
HCM4085	Healthcare Leadership	4
HCM4087	Healthcare Law and Ethics	2
HCM4089	Finance Systems in Healthcare	4

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Healthcare Management Minor (AU Online and TR On-Campus)18 cr

Required Courses: HCM4080, 4085, 4087, 4089, and MGT2271.

Certificate in Healthcare Management (AU Online)

The Certificate in Healthcare Management is designed to prepare students for careers in the expansive healthcare industry. Students will be equipped to be competent contributors in the healthcare industry by exploring the unique people, processes, and philosophies of healthcare settings. This learning is facilitated through practitioner-led coursework in healthcare-specific courses in management, leadership, law and ethics, and finance systems. This certificate is granted upon successful completion of credits as specified here.

Required Courses18 cr

BUS3836	Professional Skills	2 cr	HCM4087	Healthcare Law and Ethics	2 cr
HCM4080	Strategic Management in Healthcare	4 cr	HCM4089	Finance Systems in Healthcare	4 cr
HCM4085	Healthcare Leadership	4 cr	LDR3415	The Self-aware Leader	2 cr

Certificate in Healthcare Management (TR On-Campus)

The Certificate in Healthcare Management is designed to prepare students for careers in the expansive healthcare industry. Students will be equipped to be competent contributors in the healthcare industry by exploring the unique people, processes, and philosophies of healthcare settings. This learning is facilitated through practitioner-led coursework in healthcare-specific courses in management, leadership, law and ethics, and finance systems. This certificate is granted upon successful completion of credits as specified here.

Required Courses 16–20 cr

BUS3835	Professional Skills Seminar	2	HCM4089	Finance Systems in Healthcare	4
HCM4080	Strategic Management in Healthcare	4	LDR1011	Spiritual and Personal Formation for Leadership and	
HCM4085	Healthcare Leadership	4	LDR2112	Relational and Cultural Awareness in Leadership or	
HCM4087	Healthcare Law and Ethics	2	LDR3415	The Self-aware Leader	0–4

Marketing Major

Bachelor of Arts or Bachelor of Science

The Marketing major is designed to prepare students for careers in marketing management, product or brand management, public relations, advertising, promotion, and marketing research. The degree is granted upon successful completion of credits specified here and on pages 51–52 (40 credits must be successfully completed in 3000- or 4000-level courses).

- **Scientific & Quantitative Literacy** courses in core curriculum: C- or better in social science courses ECO2201, ECO2211 and ECO2212, ICS2045, POS1005, PSY1005, or SOC1035, and mathematics course MAT1035 or approved substitutions.
- **Students must receive** a grade of C or better in all Business Core courses. Courses with grades below C must be repeated.
- **B.A. option** requires achieving 1002-level competency in an approved foreign language. See page 50.

Business Core 29 cr

ACC2101	Principles of Financial Accounting	4
ACC2102	Principles of Managerial Accounting	4
BUS1115	Introduction to Spreadsheets	2
BUS2011	Introduction to Business Analysis	2
BUS3331	Business Law - Contract and Agency	3
BUS3835	Professional Skills Seminar	2
BUS4435	Business Ethics [OCE, WCE]	4
MGT2271	Management	4
MKT1085	Principles of Marketing	4

Marketing Requirements 21 cr

MKT3165	Digital Marketing	4
MKT3186	Consumer Behavior	4
MKT3188	Advertising and Promotion	4
MKT4995	Marketing Internship*	1
MGT3075	Entrepreneurship	2
MGT4267	Project Management	2
MGT4855	Corporate Strategies and Policies	4

Concentration 9–14 cr

Select a concentration. Requirements are listed below.

Analytics Concentration (14 cr)

DAL3255	Data Modeling	4
DAL4045	Generative AI and Ethics	2
DAL4275	Business and Economics Forecasting	4
MAT2055	Statistics	4

Communication Concentration (10 cr)

COM2107	Communication Theory	4
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Select 6 credits from the following:

COM3106, 3107, 3108, ENG3316, PRL2061, 2085, 2625, 3035, 3187, 3386

Graphic Design Concentration (9–10 cr)

DES1031	Introduction to Layout	2
DES2111	Introduction to Graphic Design	2
DES2235	Digital Illustration	2

Select 3–4 credits from the following:

ART2081	Photography I	3
MEP1013	Video Production	4
MEP1016	Story Structure	4
MEP3117	Media Business	4

Media Production Concentration (11–12 cr)

MEP1012	Audio Production	3
MEP1013	Video Production	4
MEP1016	Story Structure	4
PRL3625	The PR Agency Workshop	0–1

WCE = WRITTEN COMMUNICATION EMPHASIS
OCE = ORAL COMMUNICATION EMPHASIS.
SEE PAGE 49 FOR EXPLANATION AND PREREQUISITES.

* INTERNSHIP MUST BE A 240-HOUR MINIMUM, NON-UNW WORK EXPERIENCE, PAID, AND APPROVED BY ADVISOR IN ADVANCE.

Course Requirements for Marketing/Accelerated Graduate Business Degree Program

Students who are accepted into the accelerated graduate degree program may substitute up to 14 credits of the following graduate-level courses into the undergraduate degree, in place of the related undergraduate courses, to fulfill major or core curriculum requirements. Refer to the graduate catalog for specific graduate program requirements.

Undergraduate Courses			Graduate Courses Substitutions. Select up to 14 cr		
MGT3255	Human Resource Management	2	BUA5220U	Human Resource Leadership	2
BUS4435	Business Ethics [OCE, WCE].	4	BUA5420U	Business Leadership Ethics [OCE, WCE].	4
FIN3222	Finance II	2	BUA5720U	Managerial Finance.	2
MAT2055	Statistics	4	DAL5625	Business Statistics and Analytics	4
DAL4045	Generative AI and Ethics	2	DAL5645	Generative AI and Business.	2
DAL3255	Data Modeling.	4	DAL5655	Data Modeling for Business Analytics.	4
DAL4275	Business and Economic Forecasting	4	DAL5675	Forecasting Economic Principles and Applications	4
HCM4080	Strategic Management in Healthcare	4	HCM5080	Healthcare Policy and Management	4
HCM4085	Healthcare Leadership	4	HCM5085	Leadership in Healthcare.	4
HCM4087	Healthcare Law and Ethics	2	HCM5087	Law and Ethics in Healthcare	2
HCM4089	Finance Systems in Healthcare.	4	HCM5089	Healthcare Financial Systems	4

Marketing Minor18 cr

Required Courses: MKT1085, 3165, 3188, MGT2271, 4267.

Leadership Minor.16 cr

This minor introduces students to the principles, practices, and theories of leadership in today's world. It provides guided experience in leadership, utilizing an array of opportunities in workshops, internships, and campus leadership roles.

Required Courses: BUS3005, 4615; select 8 credits from the following: BUS4435, FIN2025, ICS3015, LDR2625, MGT2271, MIN3216, PHI2016, GST Topics in Leadership, other courses by approval.