

BUSINESS

School of **BUSINESS**

Mission Statement

The 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 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 School of Business offers the following degree programs: Bachelor of Arts or Bachelor of Science in Accounting, Business Administration, Finance, and Marketing.

Bachelor/Accelerated Graduate Business Degree Program

Undergraduate students in the 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, 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 Assistant Dean of the School of Business, accompanied by a resume and writing sample. The Assistant 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 3.0 or above and have received a C or above 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 College of Graduate, Online, & Adult Learning 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, financial officers, internal auditors, governmental accountants, non-profit accountants, fraud examiners, or financial analysts. The analytics and reporting concentration is designed to equip students to successfully complete the CPA exam. The degree is granted upon completion of credits specified on pages 48–49 (40 credits must be successfully completed in 3000- or 4000-level courses).

Accounting Major – 150-Credit Rule

The State of Minnesota requires the completion of 150 credits to obtain CPA certification. The analytics and reporting concentration will provide students the necessary credits for this requirement. 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, 2211, 2212 and mathematics course MAT1035 or in 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 47.

Business Core29 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
ECO2211	Introduction to Economics (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
ECO2212	Principles of Macroeconomics (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
MGT2271	Management	4
MKT1085	Principles of Marketing	4

Accounting Requirements29 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 10 or 35 cr

Select a concentration. Requirements are listed below.

Business Accounting (10 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		
		4

Analytics & Reporting (35 cr)

ACC3235	Accounting Information Systems	4
ACC4205	Corporate and Partnership Income Taxation	2
ACC4308	Governmental and Non-Profit Accounting	2
DAL2235	Principles of Data Analytics	4
DAL3025	Data Visualization	2
MAT2055	Statistics	4
Select from upper-level courses with ACC, BUS, DAL, FIN, HCM, MGT, or MKT prefix		
		8
General Electives		
		9

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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 Accounting/Accelerated Graduate Business Degree Program

Students who are accepted into the accelerated graduate degree program can substitute the following graduate-level courses into the undergraduate degree, in place of the equivalent undergraduate courses, to fulfill major or core curriculum requirements. See advisor for questions regarding course options. Refer to the College of Graduate, Online, & Adult Learning catalog for graduate program requirements.

Undergraduate Courses

BUS4435	Business Ethics [OCE, WCE]	4
FIN3222	Finance II	2
MGT3255	Human Resource Management	2
HCM4080	Strategic Management in Healthcare	4
HCM4085	Healthcare Leadership	4
HCM4087	Healthcare Law and Ethics	2
HCM4089	Finance Systems in Healthcare	4

Graduate Courses

BUA5420U	Business Leadership Ethics [OCE, WCE].	4
BUA5720U	Managerial Finance	2
BUA5220U	Human Resource Leadership	2
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

Business Administration Major 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 completion of credits specified on pages 48–49 (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, 2211, 2212 and mathematics course MAT1035 or in 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 47.

Business Core29 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
ECO2211	Introduction to Economics (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	4
ECO2212	Principles of Macroeconomics (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	4
MGT2271	Management	4
MKT1085	Principles of Marketing	4

Business Requirements15 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 Electives4–8 cr

Select from upper-level courses with ACC, BUS, COM, DAL, FIN, HCM, MGT, MIS, MKT prefix or ECO2213 or ICS3069.

Concentration 8–14 cr

Select a concentration. Requirements are listed below.

Analytics (12 cr)

DAL2235	Principles of Data Analytics	4
MAT2055	Statistics	4
Select one of the following:		
DAL4235	Big Data Analytics and Applications	4
DAL4275	Business and Economic Forecasting	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

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

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)

ICS3069	Business as Mission	2
LDR3060	Foundations of Nonprofit Leadership	2
MGT3255/BUA5220U	Human Resource Management/Human Resource Leadership	2
Select from upper-level courses with ACC, BUS, FIN, HCM, ICS, LDR, MGT, or MKT prefix		

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)

FIN3226	Money and Banking	4
MGT3255	Human Resource Management	2
MGT3275	Small Business Management	2
MGT4267	Project Management	2

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Course Requirements for Business Administration/Accelerated Graduate Business Degree Program

Students who are accepted into the accelerated graduate degree program can substitute the following graduate-level courses into the undergraduate degree, in place of the equivalent undergraduate courses, to fulfill major or core curriculum options. Refer to the College of Graduate, Online, & Adult Learning catalog for graduate program requirements.

Undergraduate Courses

BUS4435	Business Ethics [OCE, WCE]	4
FIN3222	Finance II	2
MGT3255	Human Resource Management	2
HCM4080	Strategic Management in Healthcare	4
HCM4085	Healthcare Leadership	4
HCM4087	Healthcare Law and Ethics	2
HCM4089	Finance Systems in Healthcare	4

Graduate Courses

BUA5420U	Business Leadership Ethics [OCE, WCE]	4
BUA5720U	Managerial Finance	2
BUA5220U	Human Resource Leadership	2
HCM5080	Healthcare Policy and Management	4
HCM5085	Leadership in Healthcare	4
HCM5087	Law and Ethics in Healthcare	2
HCM5089	Healthcare Financial Systems	4

Business Administration Minor (for non-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 non-School of Business majors) 20 cr

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

Entrepreneurship Minor (for School of Business majors) 18 cr

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

Healthcare Management Minor 18 cr

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

Certificate in Healthcare Management (16-20 cr)

The Healthcare Management certificate 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.

Required Courses

BUS3835	Professional Skills Seminar	2	LDR1015	Leadership for Transformation (or LDR1825 Honors) or	
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
HCM4089	Finance Systems in Healthcare	4			

BUSINESS

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 completion of credits specified on pages 48–49 (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, 2211, 2212 and mathematics course MAT1035 or in 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 47.

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
ECO2211	Introduction to Economics (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	4
ECO2212	Principles of Macroeconomics (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	4
MGT2271	Management	4
MKT1085	Principles of Marketing	4

Finance Requirements 15 cr

FIN2221	Finance I	2
FIN3222	Finance II	2
FIN3225	Investments	4
FIN4855	Portfolio Research	2
FIN4856	Portfolio Management	2
FIN4995	Finance Internship*	1

Select one of the following:

MGT3276	Operations Management	2
MGT4245	Business Strategy	2

Concentration 16 cr

Select a concentration. Requirements are listed below.

Corporate Finance (16 cr)

ACC3206	Cost Accounting	4
ACC4205	Corporate and Partnership Income Taxation	2
BUS4332	Business Law Partnerships and Corporations	2
FIN3226	Money and Banking	4
Select from upper-level business electives (ACC, BUS, COM, DAL, ECO, FIN, HCM, MGT, OR MKT PREFIXES OR ECO2213)		
		4

Wealth Management (16 cr)

ACC4306	Individual Income Taxation	4
FIN2025	Personal Money Management	2
FIN3227	Trusts, Wills and Estates	2
FIN4325	Wealth Management	4
Select from upper-level business electives (ACC, BUS, COM, DAL, ECO, FIN, HCM, MGT, OR MKT PREFIXES OR ECO2213)		
		4

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Course Requirements for Finance/Accelerated Graduate Business Degree Program

Students who are accepted into the accelerated graduate degree program can substitute the following graduate-level courses into the undergraduate degree, in place of the equivalent undergraduate courses, to fulfill major or core curriculum requirements. See advisor for questions regarding course options. Refer to the College of Graduate, Online, & Adult Learning catalog for graduate program requirements.

Undergraduate Courses

BUS4435	Business Ethics [OCE , WCE]	4
FIN3222	Finance II	2
MGT3255	Human Resource Management	2
HCM4080	Strategic Management in Healthcare	4
HCM4085	Healthcare Leadership	4
HCM4087	Healthcare Law and Ethics	2
HCM4089	Finance Systems in Healthcare	4

Graduate Courses

BUA5420U	Business Leadership Ethics [OCE , WCE]	4
BUA5720U	Managerial Finance	2
BUA5220U	Human Resource Leadership	2
HCM5080	Healthcare Policy and Management	4
HCM5085	Leadership in Healthcare	4
HCM5087	Law and Ethics in Healthcare	2
HCM5089	Healthcare Financial Systems	4

Finance Minor 16 cr

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

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 completion of credits specified on pages 48–49 (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, 2211, 2212 and mathematics course MAT1035 or in 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 47.

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
ECO2211 Introduction to Economics (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
ECO2212 Principles of Macroeconomics (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
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

9–12 cr
Select a concentration. Requirements are listed below.

Analytics Concentration (12 cr)

DAL2235 Principles of Data Analytics	4
MAT2055 Statistics	4

Select one of the following:

DAL4235 Big Data Analytics and Applications	4
DAL4275 Business and Economics Forecasting	4

Communication Concentration (10 cr)

COM2107 Communication Theory	4
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Select 6 credits from the following:

COM3106, 3107, 3108, ENG3249, 3316, PRL2061, 2085, 2625, 3035, 3187, 3386	
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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
PRL2625 Public Relations Workshop	0–1

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Course Requirements for Marketing/Accelerated Graduate Business Degree Program

Students who are accepted into the accelerated graduate degree program can substitute the following graduate-level courses into the undergraduate degree, in place of the equivalent undergraduate courses, to fulfill major or core curriculum requirements. See advisor for questions regarding course options. Refer to the College of Graduate, Online, & Adult Learning catalog for graduate program requirements.

Undergraduate Courses

BUS4435 Business Ethics [OCE, WCE]	4
FIN3222 Finance II	2
MGT3255 Human Resource Management	2
HCM4080 Strategic Management in Healthcare	4
HCM4085 Healthcare Leadership	4
HCM4087 Healthcare Law and Ethics	2
HCM4089 Finance Systems in Healthcare	4

Graduate Courses

BUA5420U Business Leadership Ethics [OCE, WCE]	4
BUA5720U Managerial Finance	2
BUA5220U Human Resource Leadership	2
HCM5080 Healthcare Policy and Management	4
HCM5085 Leadership in Healthcare	4
HCM5087 Law and Ethics in Healthcare	2
HCM5089 Healthcare Financial Systems	4

BUSINESS

Marketing Minor 18 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.

Nonprofit Leadership Major Bachelor of Arts or Bachelor of Science

Full details are given under Department of Christian Ministries. See page 137.

Nonprofit Leadership Minor

Full details are given under Department of Christian Ministries. See page 137.
