

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, as well as a Bachelor of Science in Healthcare Management.

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, 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 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.

BUSINESS

Accounting Major

Bachelor of Art 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 degree is granted upon successful completion of credits specified here and on pages 56–57 (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. 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, or PSY1005, 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 55.

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 and	
ECO2212	Principles of Macroeconomics or	
ICS2045	Socio-Cultural Anthropology or	
POS1005	Introduction to Political Science or	
PSY1005	Introduction to Psychology or	
SOC1035	Introduction to Sociology	
	(SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
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 58 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

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 56-57 (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/Selectives12–14 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, ICS3069, LDR, MGT, or MKT).
Related transfer courses may apply toward elective credits.

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SEE PAGE 58 FOR EXPLANATION AND PREREQUISITES.

Course Requirements for AU 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
FIN3228	Finance	3
BUS2035	Business Mathematics and Statistics	4
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

BUA5220	Human Resource Leadership	2
BUA5420	Business Leadership Ethics	4
BUA5720	Managerial Finance	2
DAL5625	Business Statistics and Analytics	4
DAL5625	Business Statistics and Analytics	4
DAL5645	Generative AI in 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 (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 Art 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 56–57 (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 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 55.

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 and	
ECO2212	Principles of Macroeconomics or	
ICS2045	Socio-Cultural Anthropology or	
POS1005	Introduction to Political Science or	
PSY1005	Introduction to Psychology or	
SOC1035	Introduction to Sociology	
	(SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
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 or ICS3069.

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
ICS3069	Business as Mission	2
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
ICS3069	Business and 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

BUSINESS

Leadership (10 cr)

BUS3005	Principles and Practices of Leadership4
BUS4615	Practicum and Seminar in Leadership4
MGT3255	Human Resource Management2

Logistics/Operations (8 cr)

BUS4332	Business Law – Partnerships & Corporations2
MGT3275	Small Business Management2
MGT3376	Supply Chain Management2
MGT4267	Project Management2

Nonprofit Leadership (10 cr)

ICS3069	Business as Mission2
LDR3060	Foundations of Nonprofit Leadership2
MGT3255	Human Resource Management2

Select from upper-level courses with prefix:

ACC, BUS, FIN, HCM, ICS, LDR, MGT, or MKT prefix.....4

QSR/Hospitality (10 cr)

MGT3075	Entrepreneurship2
MGT3255	Human Resource Management2
MGT3275	Small Business Management2
MGT3376	Supply Chain Management2
MGT4267	Project Management2

Sports Management (8 cr)

KIN1065	Principles of Sports Management2
KIN3035	Sports Marketing4
PRL3187	Sport Public Relations2

Strategic Management (10 cr)

FIN3226	Money and Banking4
MGT3255	Human Resource Management2
MGT3275	Small Business Management2
MGT4267	Project Management2

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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 Management2
BUS4435	Business Ethics [OCE, WCE]4
FIN3222	Finance II2
MAT2055	Statistics4
DAL4045	Generative AI and Ethics2
DAL3255	Data Modeling4
DAL4275	Business and Economic Forecasting4
HCM4080	Strategic Management in Healthcare4
HCM4085	Healthcare Leadership4
HCM4087	Healthcare Law and Ethics2
HCM4089	Finance Systems in Healthcare4

Graduate Courses Substitutions.Select up to 14 cr

BUA5220U	Human Resource Leadership2
BUA5420U	Business Leadership Ethics [OCE, WCE]4
BUA5720U	Managerial Finance2
DAL5625	Business Statistics and Analytics4
DAL5645	Generative AI and Business2
DAL5655	Data Modeling for Business Analytics4
DAL5675	Forecasting Economic Principles and Applications	..4
HCM5080	Healthcare Policy and Management4
HCM5085	Leadership in Healthcare4
HCM5087	Law and Ethics in Healthcare2
HCM5089	Healthcare Financial Systems4

Analytics Minor (TR On-Campus)..... 16–18 cr

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

Business Administration Minor (for TR On-Campus 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 TR On-Campus non-School of Business majors).....20 cr

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

Entrepreneurship Minor (for TR On-Campus 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 56–57 (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, or PSY1005, 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 55.

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	
ECO2211	Introduction to Economics and	
ECO2212	Principles of Macroeconomics or	
ICS2045	Socio-Cultural Anthropology or	
POS1005	Introduction to Political Science or	
PSY1005	Introduction to Psychology or	
SOC1035	Introduction to Sociology	
	(SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
MGT2271	Management	4
MKT1085	Principles of Marketing	4

Finance Requirements..... 19 cr

FIN2221	Finance I	2
FIN3035	Retirement Planning & Employee Benefits	2
FIN3045	Insurance Planning	2
FIN3222	Finance II	2
FIN3225	Investments	4
FIN4857	Capstone	4
FIN4995	Finance Internship*	1
Select one of the following:		
MGT3276	Operations Management	2
MGT4245	Business Strategy	2

Concentration14–16 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
FIN3226	Money and Banking	4
Select from upper-level business electives (ACC, BUS, COM, DAL, ECO, FIN, HCM, MGT, or MKT prefixes)		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)		4

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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 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

BUSINESS**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.

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 56-57 (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 31 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 Requirements. 18 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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SEE PAGE 58 FOR EXPLANATION AND PREREQUISITES.

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 Courses 18 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 Courses16–20 cr

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			

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 56–57 (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, or PSY1005, 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 55.

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 and	
ECO2212	Principles of Macroeconomics or	
ICS2045	Socio-Cultural Anthropology or	
POS1005	Introduction to Political Science or	
PSY1005	Introduction to Psychology or	
SOC1035	Introduction to Sociology	
	(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 9–14 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
Select 6 credits from the following:		
COM3106, 3107, 3108, ENG3249, 3316, 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	Public Relations Workshop	0–1

WCE = WRITTEN COMMUNICATION EMPHASIS
OCE = ORAL COMMUNICATION EMPHASIS.
SEE PAGE 58 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

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

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.
