

# Business Program

## Purpose Statement

The department commits itself to fostering students' learning so that they are prepared for professional pursuits and/or graduate study.

The department achieves this purpose when its graduates are proficient in the following outcomes.

- Students will apply and demonstrate business principles and concepts of the functional areas of business.
- Students will research and analyze information, including data, related to one's field of study.
- Students will perform effectively in groups.
- Students will communicate effectively orally, visually and in writing in a manner relevant to the field and intended audience.
- Students will understand demands and challenges facing businesses in a global environment.

One major, two interdisciplinary majors, and a minor are available within the Department of Business Administration. Within the Business Administration major, there are four emphasis areas, and a student must choose at least one area in which to concentrate their study: Management, Marketing, Finance, and Accounting.

## Core Requirements for all Business Majors: 37 hours

**G-BA 130** Principles of Business Management (3 hours)  
**EC 201** Principles of Economics: Macro (3 hours)  
**EC 204** Principles of Economics: Micro (3 hours)  
**AC 205** Financial Accounting (3 hours)  
**AC 206** Managerial Accounting (3 hours)  
**\*G-CM 218** Business and Professional Communication (3 hours)  
**G-BA 220** Business Applied Statistics (4 hours)  
**BA 221** Marketing (3 hours)  
**BA 315** Business Law (3 hours)  
**BA/AC 320** Management/Accounting Information Systems (3 hours)  
**BA 325** Financial Management (3 hours)  
**\*BA 475** Business Strategy and Policy (3 hours)

## Accounting Emphasis

**AC 305** Intermediate Accounting I (3 hours)  
**AC 306** Intermediate Accounting II (3 hours)  
**AC 315** Cost Accounting (3 hours)  
**AC 316** Individual Income Tax (3 hours)  
**AC 437** Principles of Auditing (3 hours)

Hours in ACCOUNTING: 15 hours

Business Elective Hours: 6 hours

**37 Core + 15 ACCOUNTING + 6 Elective = 58 total hours**

## Management Emphasis

**BA 324** Organizational Behavior (3 hours)  
**BA 339** Human Resource Management (3 hours)  
**BA 342** International Business (3 hours) (Student may substitute G-BA342IT for this course)  
**BA 490** Operations Management (3 hours)

Hours in MANAGEMENT: 12 hours

Business Elective Hours: 9 hours

**37 Core + 12 MANAGEMENT + 9 Elective = 58 total hours**

## Finance Emphasis

**AC 305** Intermediate Accounting I (3 hours)  
**BA 451** Money and Banking (3 hours)  
**BA 426** Financial Analysis (3 hours)  
**BA 428** Investments (3 hours)

Hours in FINANCE: 12 hours

Business Elective Hours: 9 hours

**37 Core + 12 FINANCE + 9 Elective = 58 total hours**

### **Marketing Emphasis**

**BA 322** Advertising and Promotion (3 hours)

**BA 327** Consumer Behavior (3 hours)

**BA 345** Customer Sales Management (3 hours)

**BA 427** Marketing Research (3 hours)

Hours in Marketing: 12 hours

Business Elective Hours: 9 hours

**37 Core + 12 MARKETING + 9 Elective = 58 total hours**

## **Departmental Minor**

### **Business Administration Minor: 21 total hours**

**G-BA 130** Principles of Business Management (3 hours)

**AC 202** Survey of Accounting (3 hours)

**EC 202** Survey of Economics (3 hours)

**\*G-CM 218** Business and Professional Communication (3 hours)

**BA 221** Marketing (3 hours)

**BA 315** Business Law (3 hours)

**BA 325** Financial Management (3 hours)

## **Interdisciplinary Majors**

### **Automotive Restoration Technology: Management Major**

The goal of the Automotive Restoration Management Major is to develop graduates who are prepared for professional pursuits and/or graduate study.

### **Art and Design: Graphic Design Marketing Major**

The goal of the Graphic Design Marketing Major is to develop graduates who have knowledge of Marketing and skills in Graphic Design.

## **CPA Study**

Students interested in sitting for the CPA (Certified Public Accountants) exam must meet the requirements of the State Board of Accountancy. One of the requirements is 150 hours of college credit. McPherson College advises students pursuing a career in public accounting to complete their undergraduate degree at McPherson College and then complete a master's degree in business or accounting. For additional information, contact the chair of the business department.