

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.