

BUSN • BUSINESS

BUSN 500 • Principles of Business Administration 3 Credits

Development of skills and tools necessary for success in the MBA program. Students engage in fundamental research, use critical thinking skills, and improve writing skills while integrating the essentials of business management.

BUSN 520 • Financial Management and Decision Making 3 Credits

Analysis of business conditions and the development of rational solutions based on sound financial practices. Students acquire managerial skills for budget operations, accessing capital, and investing in resources. Students evaluate shareholder value-maximizing goals within an ethical and biblical framework.

Prerequisite: ACCT 510.

BUSN 540 • Business Law and Ethics 3 Credits

Jurisprudence augmented with a historical review of the U.S. legal system. Students review managerial skills and models to resolve ethical challenges in corporate governance along with the rudiments of legalities in organizations.

BUSN 550 • Business Analytics for Decision Making 3 Credits

Utilization of critical thinking skills and quantitative data analysis for evidence-based strategic decision making. Students employ quantitative and qualitative decision-making techniques in order to identify new opportunities and enhance competitive position.

BUSN 580 • Strategic Marketing and E-Commerce 3 Credits

Examination of advances in business enterprise marketing within a global context. Students explore marketing tools and their application to decision making in a digital age, and evaluate marketing strategy in consumer and business environments from national, global, and biblical perspectives.

BUSN 600 • Strategic Management 3 Credits

Examination of tactics and procedures for defining organizational mission, vision, and capacity. Students analyze the development and execution of quantifiable strategic goals in internal and external environments for organizational effectiveness.

Prerequisites: ACCT 510, BUSN 500, BUSN 520, BUSN 540, BUSN 550, BUSN 580, ECON 530, ISYS 560, ORGS 570, and SCHM 590.

BUSN 690 • Graduate Business Administration Capstone 3 Credits

Mastery of management theories and principles. Students conduct research, apply critical thinking skills, demonstrate ethical decision making, communicate professionally, and apply advanced business management concepts.

Prerequisites: ACCT 510, BUSN 500, BUSN 520, BUSN 540, BUSN 550, BUSN 580, ECON 530, ISYS 560, ORGS 570, and SCHM 590.