

BUSINESS MAJOR

Based on a strong academic foundation, the Business major is designed to equip students with strategic, interpersonal, and practical skills to prepare them for success in businesses or in other organizations. The major prepares graduates for administrative careers in businesses or nonprofit organizations as well as for potential graduate work. Emphases include Accounting, Entrepreneurship, General Business, Human Resource Management, Management, Marketing, Nonprofit Management, and Social Entrepreneurship. The curriculum includes content recommended by specialized accrediting agencies, enabling Trinity Business graduates to successfully compete with students who graduate from larger and more prestigious institutions.

Program Outcomes:

Students graduating with a Bachelor of Arts degree in *Business* will be able to:

- demonstrate strong communication including interpersonal, written, and public speaking skills
- utilize appropriate research and technology tools including formal and informal research, data presentation, and software use
- exhibit personal growth and sensitivity in areas such as time management, intercultural and diversity appreciation, conflict resolution, and biblical applicability in the workplace
- employ appropriate quantitative and financial techniques including basic algebraic and statistical skills, budgeting, financial analysis and control, forecasting, and data interpretation
- use analytical and problem-solving skills including logic, innovation, and creativity
- apply suitable managerial techniques including customer orientation, leadership, planning, proactivity, delegation/empowerment, and team building
- demonstrate competency in all of the subject areas of the AACSB recommended undergraduate business curriculum, with the exception of Management Information Systems
- demonstrate a healthy sense of self in Christ, commitment to a lifestyle of ministry, and progress toward godly character (*Personal Maturity*)
- interact in a relationship-based ministry which empowers service, initiates discipleship, and sustains appropriate biblical spiritual formation (*People Skills*)
- teach, write, speak, create media, counsel, or in other ways communicate Christ in culturally relevant ways with excellence (*Penetrate Culture*)
- develop a strategic organizational plan which accounts for effective leadership and efficient administration (*Programming*)
- articulate a philosophical base which is cognizant of current theory, founded on the Scriptures, and theologically sound (*Philosophy*)

Requirements total 58 hours for all emphases except Accounting, which requires 61 hours. All Business majors complete 46 hours in the Business Core (required courses). In addition to the Business Core, students must choose at least one area of emphasis. Additional areas of emphasis may be added if the courses in each of the additional areas represent at least 9 hours of coursework beyond the what is required in the original area of emphasis. Students enrolled in the CPA Readiness track of the Accounting major take an additional 9 to 15 hours.

All Business majors must demonstrate proficiency in algebra and in general computer skills, spreadsheet and word processing applications.

Algebra proficiency may be demonstrated by

- ACT Math Score of 22 or higher
- Successful college-level CLEP exam
- Successful completion of MA 117, MA 118, MA 120 or other college-level algebra course

Computer skills proficiency may be demonstrated by

- Successful college-level CLEP exam
- High school transcript documenting successful completion of a computer skills course
- Completion of CS 112 or other college-level computer skills course

Code	Title	Hours
Business Core		
BUS 111	Principles of Management	3
BUS 113	Principles of Marketing	3
BUS 115	Human Resources Management	3
BUS 181	Survey of International Business	3
BUS 201	Introduction to Business Law	3
BUS 207	Microeconomics	3
BUS 208	Macroeconomics	3
BUS 221	Principles of Accounting I	3
Select one of the following:		
BUS 222	Principles of Accounting II	
BUS 223	Managerial Accounting and Analysis (recommended for non-accounting students)	
BUS 411	Financial Management ¹	3
BUS 440	Seminar in Management Policy	3
BUS 445	Management Internship	3
BUS 490	Seminar in Business and Management Ethics	3
ENG 210X	Business Communication	3
MA 285X	Statistics ²	4
Emphasis		
Select one emphasis from the following.		12-14
Total Hours		58-60

¹ CIS 112 is a prerequisite if computer proficiency is not met.

² Students with an ACT of under 22 should take MA 117, MA 118, or MA 120 prior to attempting MA 285X. MA 285X may be used for general education credit in Mathematics with an ACT of 22 or greater (520 on SAT). Student must have a C- or better for this course to count toward a Business major.

Accounting Emphasis

Code	Title	Hours
Required Course for Business Core		
BUS 222	Principles of Accounting II	3
Required Accounting Courses		
BUS 321	Financial Reporting I	3
BUS 322	Financial Reporting II	3
BUS 323	Individual Income Taxation	3

BUS 326	Cost Accounting	3
BUS 423	Management Information Systems	3
Total Hours		18

Accounting Emphasis with CPA Readiness Track

Code	Title	Hours
------	-------	-------

Required Course for Business Core

BUS 222	Principles of Accounting II	3
---------	-----------------------------	---

Required Accounting Courses

BUS 321	Financial Reporting I	3
BUS 322	Financial Reporting II	3
BUS 323	Individual Income Taxation	3
BUS 326	Cost Accounting	3
BUS 423	Management Information Systems	3

Additional Requirements for Students Completing the CPA Readiness Track

BUS 327	Theory and Practice of Auditing	3
BUS 425	Accounting Research and Analysis	2
Select 4 credit hours from the following:		4

BUS 325	Accounting for Business Combinations and Consolidations
---------	---

BUS 421	Corporation Taxation
---------	----------------------

BUS 422	Not-for-Profit Accounting
---------	---------------------------

Highly Recommended (for students preparing for the CPA exam):

BUS 325	Accounting for Business Combinations and Consolidations
---------	---

BUS 327	Theory and Practice of Auditing
---------	---------------------------------

BUS 421	Corporation Taxation
---------	----------------------

BUS 422	Not-for-Profit Accounting
---------	---------------------------

Total Hours		27
-------------	--	----

Entrepreneurship Emphasis

Code	Title	Hours
------	-------	-------

BUS 390	Entrepreneurship and New Venture Creation	3
---------	---	---

BUS 391	Entrepreneurial Accounting and Finance	3
---------	--	---

Select two of the following:		6
------------------------------	--	---

BUS 310	Personal Finance
---------	------------------

BUS 323	Individual Income Taxation
---------	----------------------------

BUS 333	Sales Principles and Practices
---------	--------------------------------

BUS 423	Management Information Systems
---------	--------------------------------

Total Hours		12
-------------	--	----

General Business Emphasis

Code	Title	Hours
------	-------	-------

BUS 310	Personal Finance	3
---------	------------------	---

Select three other upper-division business courses (BUS 3xx or BUS 4xx)		9
---	--	---

Total Hours		12
-------------	--	----

Human Resources Emphasis

Code	Title	Hours
------	-------	-------

BUS 346	Organizational Behavior	3
---------	-------------------------	---

BUS 352	Compensation and Benefits	3
---------	---------------------------	---

Select at least two of the following:		6
---------------------------------------	--	---

BUS 353	Management of Change
---------	----------------------

PSY 305	Organizational Psychology
---------	---------------------------

PSY 355	Group Dynamics
---------	----------------

PSY 220	Interpersonal Skills Training
---------	-------------------------------

or COM 382	Interpersonal Communication
------------	-----------------------------

Total Hours		12
-------------	--	----

Management Emphasis

Code	Title	Hours
------	-------	-------

BUS 346	Organizational Behavior	3
---------	-------------------------	---

BUS 353	Management of Change	3
---------	----------------------	---

Select at least two of the following:		6
---------------------------------------	--	---

LR 173	Emerging Leadership I
--------	-----------------------

& LR 174	and Emerging Leadership II
----------	----------------------------

BUS 310	Personal Finance
---------	------------------

BUS 319	Investments
---------	-------------

BUS 333	Sales Principles and Practices
---------	--------------------------------

BUS 334	Advertising
---------	-------------

BUS 423	Management Information Systems
---------	--------------------------------

BUS 433	Marketing Strategy
---------	--------------------

LR 378X	Servant Leadership
---------	--------------------

PSY 220	Interpersonal Skills Training
---------	-------------------------------

or COM 382	Interpersonal Communication
------------	-----------------------------

PSY 305	Organizational Psychology
---------	---------------------------

Total Hours		12
-------------	--	----

Marketing Emphasis

Code	Title	Hours
------	-------	-------

BUS 433	Marketing Strategy	3
---------	--------------------	---

Select at least three of the following:		9
---	--	---

BUS 331	Consumer Behavior
---------	-------------------

BUS 333	Sales Principles and Practices
---------	--------------------------------

BUS 334	Advertising
---------	-------------

BUS 388	Digital Analytics
---------	-------------------

COM 140	Introduction to Public Relations
---------	----------------------------------

COM 281	Social and Interactive Media Strategies
---------	---

COM 334	Group and Organizational Communication
---------	--

GPH 271	Introduction to Web Design
---------	----------------------------

Total Hours		12
-------------	--	----

Nonprofit Management Emphasis

(for students preparing for management within nonprofit social services or church-related organizations)

Code	Title	Hours
------	-------	-------

BUS 372X	Nonprofit Management	3
----------	----------------------	---

BUS 373X	Nonprofit Financial Management	3
----------	--------------------------------	---

Select at least two of the following: 6

BUS 333	Sales Principles and Practices
BUS 346	Organizational Behavior
BUS 353	Management of Change
BUS 423	Management Information Systems
COM 281	Social and Interactive Media Strategies
CM 172	Introduction to Ministry
CM 260	Introduction to Intercultural Ministry

Total Hours 12

Social Entrepreneurship Emphasis

Code	Title	Hours
BUS 373X	Nonprofit Financial Management	3
	or BUS 391 Entrepreneurial Accounting and Finance	
BUS 392	Social Entrepreneurship	3

Select at least two of the following depending upon your area of social interest: 6

BUS 333	Sales Principles and Practices
BUS 353	Management of Change
BUS 372X	Nonprofit Management
BUS 423	Management Information Systems
CM 172	Introduction to Ministry
CM 260	Introduction to Intercultural Ministry
CM 342	Relational Skills for Ministry
COM 281	Social and Interactive Media Strategies

Total Hours 12