

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. Students may choose an emphasis in accounting, entrepreneurship, human resource management, management, marketing, nonprofit management, and social entrepreneurship. An additional area of emphasis may be added if the student fulfills all of the requirements of the additional emphasis including at least 9 hours of coursework beyond that which is required of the original area of emphasis. The curriculum includes content recommended by specialized accrediting agencies, enabling Trinity business graduates to successfully compete with students who graduate with business degrees from internationally accredited colleges and universities.

Program Outcomes:

The successful Trinity business graduate will be able to:

1. engage in suitable management practices, including those in environmental monitoring, strategic planning, operational planning, change management, team building, delegation, and conflict resolution.
2. respectfully interact with others in healthy professional and personal relationships, including engaging skills in teamwork, partnership, understanding others, and diversity/intercultural sensitivity.
3. employ appropriate communication skills, including those in business and analytical writing, public speaking, professional presentations, interpersonal communication and group communication.
4. practice ethical reasoning, including demonstrating Biblical-based decision making, moral judgement, Christian character development, and awareness of ethical and legal implications.
5. utilize technology tools, including use of word processing, spreadsheet, and statistical software, digital communication, web literacy, and research ability.
6. generate quantitative and financial analyses, including the application of basic algebraic and statistical manipulations, data generation, data analysis, forecasting and financial analysis.
7. critically engage in problem solving and opportunity recognition, through developed skills in situation analyses, applied research, logic, creativity, and implementation.
8. demonstrate competency in all of the subject areas of the AACSB recommended undergraduate business curriculum.

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 may choose to specialize in an area of emphasis. Students enrolled in the CPA readiness track of the accounting emphasis take an additional 9 to 15 hours.

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.

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

Algebra proficiency may be demonstrated by any of the following:

- ACT math score of 22 or higher
- Successful college-level CLEP exam
- Successful completion of MA 117 or a 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:		3
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 of at least 12 hours of Business courses, excluding BUS 103, with at least 9 hours at the 300-level or above.		12-15
Total Hours		58-61

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

² Students with an ACT of under 22 should take MA 117 or higher 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	
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	
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

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 & LR 174	Emerging Leadership I and Emerging Leadership II	
BUS 310	Personal Finance	
BUS 319	Investments	
BUS 333	Sales Principles and Practices	
BUS 334	Advertising	
BUS 352	Compensation and Benefits	
BUS 423	Management Information Systems	
BUS 430	Marketing Research	
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 332	Topics in Marketing	
BUS 333	Sales Principles and Practices	
BUS 334	Advertising	
BUS 388	Digital Analytics	
BUS 430	Marketing Research	
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

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:		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