

BUSINESS ADMINISTRATION (BUS)

The Business Administration major/minor at Wisconsin Lutheran College is nested within the liberal arts and firmly founded in Christ. Students begin with general education requirements and introductory business courses. Once admitted to the program, students can choose an emphasis area in accounting, finance, management, marketing, international business, or general business.

The faculty members in the business administration program strive to develop students with skills in critical thinking, negotiating, analyzing, ethical decision making, and communicating; all of which are critical to a student's future success as a Christian leader. Students are prepared to make an immediate contribution to an organization upon graduation. Business administration professors combine theoretical knowledge and research with real world examples. Students can expect an active learning environment that consists of the analysis of real-life case studies, skills development, personal interaction with professors who have years of work experience outside academia, along with various possibilities for internships.

The Business Administration major also contains the necessary coursework for admission to most MBA programs.

Major Requirements

- A. A major in Business Administration consists of at least 36 credits)
 1. Core Courses: ACC 210, BUS 181, 182, 201 (or MAT 221), 220, 240, 250, 301, 303, 305 and 480.
 2. At least 18 credits from one of six emphasis areas.
 - a. General Business - 5. General five total classes from the emphasis areas including one 300 level class from each of finance, marketing and management, plus ACC 331.
 - b. Marketing - BUS 342, 343, 347, 372, 490, x91, COM 315, 331, 332 (no more than three credits from Communication courses).
 - c. Management - BUS 350, 352, 359, 371, 381, 490, x91, COM 333, 360 (no more than three credits from Communication courses).
 - d. International Business - BUS 371, 372, 385, 386, 420, 490, x91, ANT 321, COM 309, HIS 363, MAN 312, plus 3 years language and a travel abroad experience for credit.
 - e. Finance - ACC 331, BUS 320, 322, 325, 326, 381, 388, 410, 420, 490, x491
 - f. Accounting - All courses are required: ACC 331, 332, 333, 334, 336, 431, 433, 436.
 - 3.. Collateral Courses: COM 201, 211, 301, MAT 117 (or MAT 351 and MAT 352), PHI 102.

Minor Requirements

- A. A minor in Business Administration consists of at least 27 credits.
 1. Core Courses: ACC 210 BUS 181, 182, 220, 240, 250, 480.
 2. Electives: Choose at least six credits from any 300 or 400 level business course.

3. Collateral Courses: MAT 117 (or MAT 351 and MAT 352), MAT 210 (or MAT 221),.

Course Descriptions

BUS 150 Introduction to Business. 3 cr.

An overview of business functions and the role of business in contemporary society. Designed for students thinking about studying business or those who would like a general overview of business. Declared business majors may not register for this class.

BUS 181 Principles of Microeconomics. 3 cr.

Principles of microeconomics and theories with emphasis on economic analysis and special application to managerial economics. (BUS majors/minors must get a C or better)

BUS 182 Principles of Macroeconomics. 3 cr.

Basic economic principles and theories with emphasis on macroeconomics and special application to the American economic system and its problems. (BUS majors/minors must get a C or better) Prereq: BUS 181.

BUS 201 Business Analytics 3 cr.

This course presents to students a survey of the major analytical theories, concepts, and operations that are necessary for business professionals. Real life business exercises and applications are emphasized. Prereq: MAT 117 (or MAT 351 and 352).

BUS 220 Introduction to Finance and Investments. 3 cr.

Introduction to the theory of finance and investments. Study focuses on developing the analytical tools necessary for the study of investments and corporate finance including asset valuation models, probability, and statistical methods as they apply to finance. Prereq: ACC 210, BUS 182, MAT 117 (or MAT 351 and 352). Students are strongly encouraged to take BUS 201 (or MAT 221) before or concurrently with this class.

BUS 240 Principles of Marketing. 3 cr.

Analysis of institutions, functions, and problems in marketing; planning and procedures related to the distribution of goods; costs, price determination, and trends.

BUS 250 Principles of Management. 3 cr.

Theory of management, managerial functions, departmentalization, staffing, direction, planning, and control.

BUS 301 Business Ethics. 3 cr.

This course will focus on the interaction of ethics and business. The emphasis will be on developing Christian business leaders. Students will explore moral and ethical problems confronting business in the context of political, social, and ecological environments. Topics will include ethical issues in the free market economic system, the social responsibility of business, compensation issues, and international trade. Prereq: BUS 250.

BUS 303 Business Law. 3 cr.

Contracts, bankruptcy, agency, employment law, and administrative law. Prereq: BUS 250.

BUS 305 Management Information Systems 3 cr.

This course engages students with up-to-date coverage of the most important Information Technology trends today. It puts a major emphasis on illustrating the use of cutting edge business technologies for achieving managerial goals and objectives. By leveraging technologies, students are able to gain a competitive edge by increasing their knowledge and skills in ways of doing business. Prereq: BUS 182, 250 and ACC 210.

BUS 320 Intermediate Investments. 3 cr.

Development and management of investment portfolios for personal and institutional investors; asset allocation; security selection; valuation models; characteristics of markets; pricing anomalies; hedging strategies; and market timing. Prereq: BUS 220 and BUS 201 (or MAT 221)

BUS 322 Intermediate Finance. 3 cr.

Development of the theory, method, and analytical techniques of financial management. Techniques of capital budgeting, valuation of projects and firms, theory of capital structure, dividend policy, cost of capital, and mergers and acquisitions. Prereq: BUS 220 and BUS 201 (or MAT 221).

BUS 325 Financial Markets and Institutions. 3 cr.

An analysis of the U.S. and foreign financial systems. Prereq: BUS 220 and BUS 201 (or MAT 221).

BUS 326 Money and Banking. 3 cr.

Depository institutions, central banking and money creation, price-level analysis, interest level determination, interest rate theory, money and capital markets. Prereq: BUS 220 and BUS 201 (or MAT 221).

BUS 342 Marketing Research. 3 cr.

Study of the research process as an aid to decision making. Emphasis on the planning of research and the gathering, analysis, and interpretation of information. Prereq: BUS 240 and MAT 117 or concurrent registration.

BUS 343 Advertising. 3 cr.

Study of advertising as a tool in the marketing process: advertising media, methods, campaigns, cost analysis, and consumer habits and psychology will be explored. Prereq: BUS 240.

BUS 345 Digital Social Media Marketing 3 cr.

The course is designed to cover the key concepts of social media (Web, social networks, blogs, forums, etc.) and how they can and should be used in conjunction with traditional media such as television, radio, and print. We will review the current media landscape and the opportunities and challenges this changing landscape creates when marketers look to effectively advertise and create and promote product branding. In addition to understanding social media, we will study how to build social media marketing strategies and how to track their effectiveness. Prereq: BUS 181 and BUS 240

BUS 347 Consumer Behavior. 3 cr.

Application of behavioral science principles to the consumer decision-making process. Prereq: BUS 240.

BUS 350 Human Resources Management. 3 cr.

Principles, policies and practices applicable to personnel problems in dealing with staffing, training, wages, labor relations and communications. Prereq: BUS 250.

BUS 352 Organizational Behavior. 3 cr.

Human behavior and Christian ethics in the world of work: power, authority, rules, status, norms, leadership, communication, motivation, group processes, and conflict resolution. Prereq: BUS 250.

BUS 359 Small Business Management. 3 cr.

This course will focus on the creation, development, operation, and selling of a business entity. We will examine the skills, character, and traits of entrepreneurs. The course will also look at the economic impact that small business has on the economy. From this standpoint, we will study risk, uncertainty, transaction costs, and the importance of relevant information in the successful operation of a business. Prereq: ACC 210, BUS 240, BUS 250.

BUS 371 Cross Cultural Management. 3 cr.

A study of the concepts, problems, processes and practice of managing across borders and cultures. Prereq: BUS 250.

BUS 372 Global Marketing. 3 cr.

A study of the structure, techniques, problems and general environment of marketing abroad. Topics include advertising, distribution, strategy and legal aspects. Prereq: BUS 240.

BUS 380 History of Economic Thought. 3 cr.

This course will examine alternative theories adopted and advocated throughout history, their merits and their failings, along with the way they were employed to bring us to the present. Topics will include the theories of value, wages, profit, rent, money, and the role of government and the individual. Prereq: BUS 182.

BUS 381 Managerial Economics. 3 cr.

Application of price theory and economic theory of the firm to business management decisions. Use of microeconomics and macroeconomics in forecasting for business policy. Prereq: BUS 182, MAT 117 (or MAT 351), and BUS 201 (or MAT 221).

BUS 385 Global Entrepreneurship 3 cr.

The course is designed to cover the thought process companies go through to decide how to deal effectively in international markets. We will look at a step by step process of selecting market(s); the mode of entry; product, pricing, and promotion considerations. In addition, topics of discussion include sources of data, legal considerations, tax and accounting issues, logistics and required documentation. The Course is designed to satisfy a 3 credit requirement within the Marketing or International Emphasis. Prereq: BUS 182, BUS 240 and BUS 250.

BUS 388 Advanced Financial Modeling 3 cr.

An introduction to the application of finance, investments, and data modeling using Microsoft Excel. Study focuses on the practical applications of Excel software within a corporate environment. Students will learn how to build functions, create forward-looking financial statements, clean data, automate repetitive tasks, and make information more useful and accessible. Techniques for efficient data analysis and presentation will also be discussed. Prereq: BUS 220.

BUS 386 International Economics. 3 cr.

An analytical approach to assessing and understanding current impacts that international economics have on the United States. Emphasis is on gains from trade, economic growth, exchange rates, price formation, trade policy, and political considerations. Prereq: BUS 182.

BUS 410 Advanced Investment Research 3 cr.

An advanced study of investment and portfolio analysis and theory. Topics will include both fundamental and technical analysis techniques for both domestic and international equity investing and fixed income investment theories. Prereq: BUS 220 and BUS 250

BUS 420 International Finance. 3 cr.

The focus of this course is on exchange rate determination and applications of financial theory to the operations of multinational firms. Topics also include international portfolio and direct investment, capital budgeting, international taxation of business, and an analysis of international market and financial institutions. Prereq: BUS 220.

BUS 480 Research Seminar in Business Administration. 3 cr.

A capstone course culminating in a scholarly research article prepared by the student and presented. Research methods are reinforced and topics are discussed in class. Prereq: senior standing and consent of instructor.

BUS 490 Internship. 1-3 cr.

By arrangement with the department.

BUS x91 Special Topics. 1-3 cr.

An in-depth study and discussion of a specific business topics. May be repeated with change of topics. Possible topics include leadership, transnational strategic management. Prereq: varies with topic.

BUS 199-499 Independent Study. 1-3 cr.

By arrangement with the department.