

BUSINESS PROGRAMS

Business Programs

Grounded in faith, reason, and justice, undergraduate programs in the College of Business and Leadership prepare students to serve as transformational change agents in business and beyond. Through the integration of a quality liberal arts education with a professional business education, business majors will learn how to ask questions and to search for answers.

The College of Business and Leadership empowers students to become well-rounded people who are entrepreneurial in spirit, who appreciate knowledge, and who work within and change the world. Graduates will be able to bring a Christ-centered approach to managing people, products, and profit to the global marketplace.

Business graduates can be found working in careers such as accounting, advertising managers, benefit analysts, business journalists, buyers, credit analysts, distribution managers, financial advisors, human resources managers, import/export agents, insurance agents/brokers, inventory managers, market research analysts, operations managers, brand managers, public relations consultants, sales managers, and small business owners.

The following programs are offered at the St. Davids campus. For fully online programs, please see Online Business Programs (<https://catalog.eastern.edu/undergraduate/programs/accelerated-business-programs/>).

The Major for the B.S. in Accounting

Accounting is often called the “language” of business. Accountants provide much of the data that is used in business decision-making. The task of the accountant is to retrieve and report data gathered in many types of business and non-business organizations. Accounting involves much more than simply gathering financial data; it involves the analysis and communication of the data in a usable format for various types of economic decisions by management, government, consumers, creditors, and stockholders. The Bachelor of Science in Accounting is designed to prepare the graduate to go directly into public accounting, corporate or small business sectors, or to continue on to graduate school for an MBA or similar degree in any area of business.

Code	Title	Credit Hours
ACCT 207 & ACCT 208	Principles of Accounting I and Principles of Accounting II	6
ACCT 361 & ACCT 362	Intermediate Financial Accounting I and Intermediate Financial Accounting II	6
ACCT 381	Audit Theory and Philosophy	3
ACCT 420	Advanced Accounting	3
ACCT 421	Concepts in Federal Taxation	3
ACCT 424	Cost Accounting	3
ACCT 470	Accounting Information Systems and Data Analytics	3
BUSA 101	Introduction to Business	3
BUSA 150	Excel for Business Applications	3
BUSA 221	Business Statistics	3
BUSA 250W	Global Business	3

BUSA 311	Business Ethics and Leadership	3
BUSA 350	Business Law	3
BUSA 480	Business Strategy and Policy	3
ECON 203	Macroeconomics	3
ECON 204	Microeconomics	3
FINA 360	Corporate Finance Fundamentals	3
FINA 460	Advanced Corporate Financial Management	3
MKTG 202	Principles of Marketing	3
Total Credit Hours		63

Recommended course:

ACCT 495 Internship

The Major for the B.S. in Business Administration

Bachelor of Science in Business Administration graduates are equipped with an integrated spectrum of theoretical and practical business knowledge designed to qualify them to assume a responsible position within the world of business. Graduates are prepared to pursue a variety of business administration jobs in corporate settings, retail, and consumer products businesses, or manufacturing firms. Students in our business administration degree programs gain knowledge in the basic business disciplines of accounting, economics, management, finance, marketing, and business law. In addition to these fundamental business and management concepts, graduates also acquire skills in communication, decision-making, problem solving, and leadership from a Christ-centered perspective that encourages them to positively transform their spheres of influence.

The courses in the Business Administration major are also offered in the seven (7) week online B.S. in Business Administration (<https://catalog.eastern.edu/undergraduate/programs/accelerated-business-programs/>).

Code	Title	Credit Hours
ACCT 207	Principles of Accounting I	3
BUSA 101	Introduction to Business	3
BUSA 221	Business Statistics	3
BUSA 270	Management Information Systems	3
BUSA 250W	Global Business	3
BUSA 311	Business Ethics and Leadership	3
BUSA 321	Operations Management	3
BUSA 350	Business Law	3
BUSA 480	Business Strategy and Policy	3
ECON 203	Macroeconomics	3
ECON 204	Microeconomics	3
FINA 350	Finance for Managers	3
MKTG 202	Principles of Marketing	3
Total Credit Hours		39

The Major for the B.S. in Marketing

Are you innovative, creative and resourceful? Are you a good communicator? Careers in marketing use all these skills and more. The Bachelor of Science in Marketing is designed to provide students with a strong marketing foundation through courses that address the primary

functional concerns of marketing in organizations both large and small, for profit and non-profit. The major stresses academic preparation in promotions, advertising, brand management, sales, sales management, marketing research, e-commerce, and information technology aspects of marketing that are important in the marketplace. Strong emphasis is placed on demonstrating competence in the use of marketing concepts and techniques for problem solving and decision-making in the context of Christian faith and service.

Code	Title	Credit Hours
ACCT 207 & ACCT 208	Principles of Accounting I and Principles of Accounting II	6
BUSA 101	Introduction to Business	3
BUSA 221	Business Statistics	3
BUSA 250W	Global Business	3
BUSA 311	Business Ethics and Leadership	3
BUSA 350	Business Law	3
BUSA 480	Business Strategy and Policy	3
ECON 203	Macroeconomics	3
ECON 204	Microeconomics	3
FINA 360	Corporate Finance Fundamentals	3
MKTG 202	Principles of Marketing	3
MKTG 302	Marketing Research	3
MKTG 303	Consumer Behavior	3
MKTG 305	Principles of Sales Management	3
MKTG 403	Digital Marketing	3
MKTG 405	Integrated Marketing Communications	3
Total Credit Hours		51

The Minor in Accounting

The Accounting minor provides foundational knowledge and skills in the accounting field, equipping students from a range of major fields of study with the analytical tools for business decision-making.

Requirements:

- A grade of "C" (2.0) or better must be earned for each course in this minor for it to be counted.
- No more than two transfer courses may be used to complete this minor. Transfer credits must be taken before matriculation at Eastern.
- Students should check the prerequisites of all classes when selecting electives. It is the responsibility of the student to know prerequisites.

All prospective students should set up an appointment to meet with an advisor from the Undergraduate Business Program in the College of Business and Leadership as soon as possible.

Code	Title	Credit Hours
ACCT 207	Principles of Accounting I	3
ACCT 208	Principles of Accounting II	3
ACCT 361	Intermediate Financial Accounting I	3
ACCT 362	Intermediate Financial Accounting II	3
six (6) additional credits of accounting courses		6
Total Credit Hours		18

The Minor in Business Administration

The Business Administration minor is designed to equip students with knowledge of a number of critical functional areas in business while providing flexibility for non-business majors.

Requirements:

- A grade of "C" (2.0) or better must be earned for each course in this minor for it to be counted.
- No more than two transfer courses may be used to complete this minor. Transfer credits must be taken before matriculation at Eastern.
- Students should check the prerequisites of all classes when selecting electives. It is the responsibility of the student to know prerequisites.
- No student majoring in accounting, business administration or marketing is permitted to minor in Business Administration.

All prospective students should set up an appointment to meet with an advisor from the Undergraduate Business Program in the College of Business and Leadership as soon as possible.

Code	Title	Credit Hours
Required Coursework		
BUSA 101	Introduction to Business	3
ECON 203	Macroeconomics	3
ACCT 210	Accounting Fundamentals	3
Select three (3) courses from the following: ¹		9
BUSA 270	Management Information Systems	
BUSA 250W	Global Business	
BUSA 311	Business Ethics and Leadership	
BUSA 321	Operations Management	
BUSA 350	Business Law	
ECON 204	Microeconomics	
FINA 350	Finance for Managers	
MKTG 202	Principles of Marketing	
Total Credit Hours		18

¹ Course prerequisites must be met.

The Minor in Leadership Development

The Leadership Development minor is designed to prepare students for purposeful servant leadership. Students will be encouraged to engage in thoughtful faith-based service to address current social problems through innovative solutions. Through a commitment to Christ-centered leadership students will be able to influence and change the world. A minor in Leadership Development is available to any traditional undergraduate student.

Requirements:

- A grade of "C" (2.0) or better must be earned for each course in this minor for it to be counted.
- No more than two transfer courses may be used to complete this minor. Transfer credits must be taken before matriculation at Eastern.
- Students should check the prerequisites of all classes when selecting electives. It is the responsibility of the student to know prerequisites.

Students select any of the following courses to reach the 18 total credits required for the minor.

Code	Title	Credit Hours
Required Coursework		
Select 18 credits from the following:		18
LDEV 200	Introduction to Leadership	
LDEV 230	Leading Social Change	
LDEV 305	Leadership Practicum	
LDEV 335	Entrepreneurial Leadership	
LDEV 400	Leadership Capstone	
LDEV 445	Leadership Strategies for Groups, Teams, And Organizations	
LEAD 440	Strategic Change	
BUSA 141	Interviewing & Strategies	
COMM 203	Group Communication & Leadership	
COMM 240	Rhetoric & Persuasion	
COMM 340	Conflict Management	
Total Credit Hours		18

The Minor in Marketing

The Marketing minor provides students with a comprehensive understanding of consumer behavior, market research, and strategic brand management, allowing them to effectively create, communicate, and deliver value in diverse markets in a variety of fields.

Requirements:

- A grade of "C" (2.0) or better must be earned for each course in this minor for it to be counted.
- No more than two transfer courses may be used to complete this minor. Transfer credits must be taken before matriculation at Eastern.
- Students should check the prerequisites of all classes when selecting electives. It is the responsibility of the student to know prerequisites.
- All prospective students should set up an appointment to meet with an advisor from the Undergraduate Business Program in the College of Business and Leadership as soon as possible.

Eighteen hours to include:

Code	Title	Credit Hours
BUSA 221	Business Statistics	3
MKTG 202	Principles of Marketing	3
MKTG 302	Marketing Research	3
MKTG 303	Consumer Behavior	3
MKTG 305	Principles of Sales Management	3
MKTG 403	Digital Marketing	3
or MKTG 405	Integrated Marketing Communications	
Total Credit Hours		18

All course prerequisites must be met.

Business Administration Concentrations

In addition to the core knowledge and skills gained through the Business Administration major, students have the opportunity to choose from a

list of business concentrations which allow them to tailor their academic experience to their professional aspirations. **Note:** Students are not required to take a concentration, can take multiple concentrations, or can take courses from concentrations without completing the full concentration.

The Concentration in Entrepreneurial Studies

Entrepreneurship has evolved to include companies and organizations of all types and stages. The 15-credit Entrepreneurial Studies concentration focuses on opportunity identification, enhancement, and realization to create value for all stakeholders in the context of Christian faith. The skills the student will learn through the entrepreneurial studies concentration are vital for the success of any organization - large or small, public or private, corporate or not-for-profit, local or global. A concentration in Entrepreneurial Studies is available only to traditional undergraduate Business Administration majors.

Code	Title	Credit Hours
Required Coursework		
ENTR 105	Essentials of Entrepreneurship	3
ENTR 205	Managing Entrepreneurial Enterprises	3
ENTR 320	Social Entrepreneurship	3
ENTR 415	Business Plan Development	3
MKTG 305	Principles of Sales Management	3
Total Credit Hours		15

The Concentration in Financial Services

The 15-credit Financial Services concentration prepares students for entry-level positions in the financial services industry, including banking, insurance, and investments. Students will develop communication, leadership, teamwork, and analytical and critical-thinking skills essential for success in today's financial environments. A concentration in Financial Services is available only to traditional undergraduate Business Administration majors.

Code	Title	Credit Hours
Required Coursework		
MKTG 305	Principles of Sales Management	3
FINA 270	Financial Industry Fundamentals	3
FINA 321		3
FINA 430	Investment Management	3
FINA 470	Advanced Investment Management Topics	3
Total Credit Hours		15

The Concentration in Leadership Development

The Leadership Development concentration is designed to prepare students for purposeful servant leadership. Students will be encouraged to engage in thoughtful faith-based service to address current social problems through innovative solutions. Through a commitment to Christ-centered leadership students will be able to influence and change the world. A concentration in Leadership Development is available only to traditional undergraduate Business Administration majors.

Students select any of the following courses to reach the 12 total credits required for the Concentration:

Code	Title	Credit Hours
Required Coursework		
Select 12 credits from the following:		12
LDEV 200	Introduction to Leadership	
LDEV 230	Leading Social Change	
LDEV 305	Leadership Practicum	
LDEV 335	Entrepreneurial Leadership	
LDEV 400	Leadership Capstone	
LDEV 445	Leadership Strategies for Groups, Teams, And Organizations	
LEAD 440	Strategic Change	
BUSA 141	Interviewing & Strategies	
COMM 203	Group Communication & Leadership	
COMM 240	Rhetoric & Persuasion	
COMM 340	Conflict Management	
Total Credit Hours		12