

School of **BUSINESS**

Mission Statement

The School of Business is committed to graduating a growing number of committed Christian students in career-ready programs and majors, who have acquired exceptional professional skills and a solid biblical worldview. Our goal is for alumni to excel in their careers, becoming leaders and advancing Christ's Kingdom in the marketplace.

The School of Business is dedicated to providing a fully integrated business curriculum for our alumni to function exceptionally within their business field and prepare for graduate programs. Northwestern offers courses in all facets of business, integrating moral and ethical considerations with practical, market-relevant application. This comprehensive education, taught from a Christian perspective, allows our alumni to fulfill the scriptural demand to steward the resources and talents which the Lord entrusted to them.

The School of Business offers the following degree programs: Bachelor of Science in Accounting, Business Administration, Finance, and Marketing, and a Bachelor of Arts in International Business.

Bachelor/MBA Dual Degree Program

Dual Degree Programs: Undergraduate students in the School of Business may apply to take courses at a graduate level which fulfill requirements of the Master of Business Administration (MBA). There are currently three courses (8 credits) designated as Dual Degree courses. Students taking these courses will register for the 5000-level version of the courses, ensuring they are credited toward both undergraduate and graduate degrees. The three courses eligible for Dual Degree credit are Finance II, Human Resource Management, and Business Ethics.

Dual Degree Eligibility: Students must apply for acceptance to the Dual Degree program. Students must send a letter of interest to the Assistant Dean of the School of Business, accompanied by a résumé and writing sample. The Assistant Dean will evaluate the student's letter of interest, résumé, and writing sample, as well as the student's GPA and performance in all business-related coursework. Students must have a cumulative GPA of 3.0 or above to be eligible. In addition, students must have received a C or above in all business-related courses. Once admitted to the Dual Degree program, students will have registration access to 5000-level Dual Degree courses.

Important Note: Admittance to the Dual Degree program does not guarantee admittance to UNW's Master of Business Administration (MBA) program.

BUSINESS

Accounting Major Bachelor of Arts or Bachelor of Science

The Accounting major is designed to prepare students for careers as professional certified public accountants, corporate controllers, financial officers, internal auditors, governmental accountants, or accountants in charitable organizations. The degree is granted upon completion of credits specified on pages 46–47 (40 credits must be in 3000- or 4000-level courses).

Accounting Major – 150 Credit Rule

Effective July 1, 2006, the State of Minnesota requires the completion of 150 credits to sit for the Minnesota CPA exam. A 150-credit major is not required. One option would be to complete additional credits at UNW with the addition of another major, minor, or elective credits.

- **Social Science** course in core curriculum: ECO2211 and 2212.
- **Natural World** mathematics course in core curriculum: C- or better in MAT1035 or 2121.
- **Spiritual Formation and Integration Selectives** requirement in core curriculum: BUS4435 [OCE, WCE].
- **Students must receive** a grade of C or better in all Business Core courses. Courses with grades below C must be repeated.
- **B.A. option** requires achieving 1002-level competency in an approved foreign language. See page 45.

Business Core25 cr	Accounting Requirements33 cr
ACC2101 Principles of Financial Accounting	4	ACC3201 Intermediate Accounting I	4
ACC2102 Principles of Managerial Accounting	4	ACC3202 Intermediate Accounting II	4
BUS1115 Introduction to Spreadsheets	2	ACC3206 Cost Accounting	4
BUS2011 Introduction to Business Analysis	2	ACC4305 Auditing	4
BUS3331 Business Law - Contract and Agency	3	ACC4306 Individual Income Taxation	4
BUS3835 Professional Skills Seminar	2	ACC4307 Advanced Accounting	4
BUS4435 Business Ethics [OCE, WCE] (SEE SPIRITUAL FORMATION AND INTEGRATION SELECTIVES REQUIREMENT ABOVE)		ACC4995 Accounting Internship*	1
ECO2211 Introduction to Economics (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)		FIN3222 Finance II	2
ECO2212 Principles of Macroeconomics (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)		MAT2055 Statistics	4
MGT2271 Management	4	MGT3255 Human Resource Management	2
MKT1085 Principles of Marketing	4		
		Accounting Electives8 cr
		Selected from upper-level courses with ACC, BUS, COM, DAL, FIN, LDR, MGT, MKT prefix or ECO2213 or ICS3069.	

WCE = WRITTEN COMMUNICATION EMPHASIS
 OCE = ORAL COMMUNICATION EMPHASIS.
 SEE PAGE 48 FOR EXPLANATION AND PREREQUISITES.

* INTERNSHIP MUST BE A 240-HOUR MINIMUM, NON-UNW WORK EXPERIENCE.

Course Requirements for Accounting/MBA Dual Degree

Students who are accepted into the Dual Degree program will substitute the following graduate-level courses into the undergraduate degree to fulfill major or core curriculum requirements.

- **Spiritual Formation and Integration Selectives** requirement in core curriculum: BUA5420U [OCE, WCE].

Undergraduate Courses8 cr	Graduate Courses8 cr
BUS4435 Business Ethics	4	BUA5420U Business Leadership Ethics	4
FIN3222 Finance II	2	BUA5720U Managerial Finance	2
MGT3255 Human Resource Management	2	BUA5220U Human Resource Leadership	2

Accounting Minor 20 cr

Required Courses: ACC2101, 2102, 3201, 3202. Select 4 credits with ACC prefix.

Business Administration Major Bachelor of Arts or Bachelor of Science

The Business Administration major is designed to prepare students for a variety of careers in for-profit firms or nonprofit organizations. Graduates with Business Administration majors frequently join small companies or return to manage family businesses. This program is the most flexible of our business majors. Students may follow a well-balanced program in business administration, or they may customize business electives to pursue particular areas of interest. The degree is granted upon completion of credits specified on pages 46–47 (40 credits must be in 3000- or 4000-level courses).

- **Social Science** course in core curriculum: ECO2211 and 2212.
- **Natural World** mathematics course in core curriculum: C- or better in MAT1035 or 2121.
- **Spiritual Formation and Integration Selectives** requirement in core curriculum: BUS4435 [OCE, WCE].
- **Students must receive** a grade of C or better in all Business Core courses. Courses with grades below C must be repeated.
- **B.A. option** requires achieving 1002-level competency in an approved foreign language. See page 45.

Business Core25 cr

ACC2101	Principles of Financial Accounting	4
ACC2102	Principles of Managerial Accounting.	4
BUS1115	Introduction to Spreadsheets	2
BUS2011	Introduction to Business Analysis.	2
BUS3331	Business Law - Contract and Agency	3
BUS3835	Professional Skills Seminar	2
BUS4435	Business Ethics [OCE, WCE] (SEE SPIRITUAL FORMATION AND INTEGRATION SELECTIVES REQUIREMENT ABOVE)	
ECO2211	Introduction to Economics (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)	
ECO2212	Principles of Macroeconomics (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)	
MGT2271	Management	4
MKT1085	Principles of Marketing	4

Business Requirements15 cr

BUS3235	International Business	4
BUS4995	Business Administration Internship*	1
FIN2221	Finance I.	2
FIN3222	Finance II	2
MGT3276	Operations Management	2
MGT4855	Corporate Strategies and Policies	4

Business Electives8 cr

Selected from upper-level courses with ACC, BUS, COM, DAL, FIN, LDR, MGT, MIS, MKT prefix or ECO2213 or ICS3069.

Concentration9–10 cr

Select a concentration. Requirements are listed below.

Construction/Property Management (10 cr)

ACC3206	Cost Accounting	4
MGT3275	Small Business Management.	2
MGT3376	Supply Chain Management	2
MGT4267	Project Management	2

Digital Branding Strategies (10 cr)

MGT4267	Project Management	2
MKT3165	Digital Marketing	4
MKT3188	Advertising and Promotion.	4

Entrepreneurship/Family Business (9 cr)

BUS4332	Business Law – Partnerships & Corporations	3
MGT3075	Entrepreneurship	2
MGT3255	Human Resource Management.	2
MGT3275	Small Business Management.	2

Leadership (10 cr)

MGT3255	Human Resource Management.	2
LDR3005	Principles and Practices of Leadership	4
LDR4615	Practicum and Seminar in Leadership	4

Logistics/Operations (9 cr)

BUS4332	Business Law – Partnerships & Corporations	3
MGT3275	Small Business Management.	2
MGT3376	Supply Chain Management	2
MGT4267	Project Management.	2

QSR/Hospitality (10 cr)

MGT3075	Entrepreneurship	2
MGT3255	Human Resource Management.	2
MGT3275	Small Business Management.	2
MGT3376	Supply Chain Management	2
MGT4267	Project Management.	2

Strategic Management (10 cr)

FIN3226	Money and Banking	4
MGT3255	Human Resource Management.	2
MGT3275	Small Business Management.	2
MGT4267	Project Management.	2

WCE = WRITTEN COMMUNICATION EMPHASIS
OCE = ORAL COMMUNICATION EMPHASIS.
SEE PAGE 48 FOR EXPLANATION AND PREREQUISITES.

*INTERNSHIP MUST BE A 240-HOUR MINIMUM, NON-UNW WORK EXPERIENCE.

BUSINESS

Course Requirements for Business Administration/MBA Dual Degree

Students who are accepted into the Dual Degree program will substitute the following graduate-level courses into the undergraduate degree to fulfill major or core curriculum requirements.

- **Spiritual Formation and Integration Selectives** requirement in core curriculum: BUA5420U [OCE, WCE].

Undergraduate Courses8 cr	Graduate Courses8 cr
BUS4435 Business Ethics	4	BUA5420U Business Leadership Ethics	4
FIN3222 Finance II	2	BUA5720U Managerial Finance	2
MGT3255 Human Resource Management	2	BUA5220U Human Resource Leadership	2

Business Administration Minor 19–21 cr

Required Courses: ACC2101, BUS3331, FIN2221, MGT2271, MKT1085; ECO2201 or 2211.

NOTE: THIS MINOR IS NOT AVAILABLE TO STUDENTS PURSUING ANY BUSINESS MAJOR.

Entrepreneurship Minor (for majors outside of the School of Business). 20 cr

Required Courses: ACC2101, MGT2271, 3075, 3255, 3275, 3276, MKT1085.

Entrepreneurship Minor (for School of Business majors) 19 cr

Required Courses: BUS4332, LDR3005, MGT3075, 3255, 3275, 3276, 3376, 4267.

Finance Major Bachelor of Arts or Bachelor of Science

The Finance major is designed to train undergraduate students to understand and utilize the concepts of business finance currently active in today's corporate and investment communities. Examples of these are risk analysis, taxation, corporate and personal financial planning, investments, cost accounting, and financial analysis. The purpose of the program is to prepare students to perform in either personal or corporate finance. The degree is granted upon completion of credits specified on pages 46–47 (40 credits must be in 3000- or 4000-level courses).

- **Social Science** course in core curriculum: ECO2211 and 2212.
- **Natural World** mathematics course in core curriculum: C- or better in MAT1035 or 2121.
- **Spiritual Formation and Integration Selectives** requirement in core curriculum: BUS4435 [OCE, WCE].
- **Students must receive** a grade of C or better in all Business Core courses. Courses with grades below C must be repeated.
- **B.A. option** requires achieving 1002-level competency in an approved foreign language. See page 45.

Business Core25 cr

ACC2101	Principles of Financial Accounting	4
ACC2102	Principles of Managerial Accounting	4
BUS1115	Introduction to Spreadsheets	2
BUS2011	Introduction to Business Analysis	2
BUS3331	Business Law - Contract and Agency	3
BUS3835	Professional Skills Seminar	2
BUS4435	Business Ethics [OCE, WCE] (SEE SPIRITUAL FORMATION AND INTEGRATION SELECTIVES REQUIREMENT ABOVE)	
ECO2211	Introduction to Economics (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)	
ECO2212	Principles of Macroeconomics (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)	
MGT2271	Management	4
MKT1085	Principles of Marketing	4

Finance Requirements13 cr

FIN2221	Finance I	2
FIN3222	Finance II	2
FIN3225	Investments	4
FIN4845	Senior Finance Project	2
FIN4995	Finance Internship*	1
Select one of the following:		
MGT3276	Operations Management	2
MGT4245	Business Strategy	2

Concentration 20–21 cr

Select a concentration. Requirements are listed below.

Corporate Finance (21 cr)

ACC3206	Cost Accounting	4
ACC4205	Corporate and Partnership Income Taxation	2
BUS4332	Business Law Partnerships and Corporations	3
FIN3226	Money and Banking	4
Select from upper-level business electives (ACC, BUS, COM, DAL, FIN, LDR, MGT, OR MKT PREFIXES OR ECO2213)		
		8

Wealth Management (20 cr)

ACC4306	Individual Income Taxation	4
FIN2025	Personal Money Management	2
FIN3227	Trusts, Wills and Estates	2
FIN4325	Wealth Management	4
Select from upper-level business electives (ACC, BUS, COM, DAL, FIN, LDR, MGT, OR MKT PREFIXES OR ECO2213)		
		8

WCE = WRITTEN COMMUNICATION EMPHASIS.
OCE = ORAL COMMUNICATION EMPHASIS.
SEE PAGE 48 FOR EXPLANATION AND PREREQUISITES.

* INTERNSHIP MUST BE A 240-HOUR MINIMUM, NON-UNW WORK EXPERIENCE.

Course Requirements for Finance/MBA Dual Degree

Students who are accepted into the Dual Degree program will substitute the following graduate-level courses into the undergraduate degree to fulfill major or core curriculum requirements.

- **Spiritual Formation and Integration Selectives** requirement in core curriculum: BUA5420U [OCE, WCE].

Undergraduate Courses6 cr

BUS4435	Business Ethics	4
FIN3222	Finance II	2

Graduate Courses6 cr

BUA5420U	Business Leadership Ethics	4
BUA5720U	Managerial Finance	2

Students may take BUA5220U Human Resource Leadership as an elective.

Finance Minor 16 cr

Required Courses: FIN2221, 3222, 3225; select 8 credits from the following: ACC3206, 4205, 4306, BUS4332, MGT3276, 4245, any course with a FIN prefix.

BUSINESS

International Business Major Bachelor of Arts

The International Business major is designed to prepare students for careers in multinational corporations. Studies in business foundations and cross-cultural courses are the beginnings of preparation for international business. The degree is granted upon completion of credits specified on pages 46–47 (40 credits must be in 3000- or 4000-level courses).

- **Social Science** course in core curriculum: ECO2211 and 2212.
- **Natural World** mathematics course in core curriculum: C- or better in MAT1035 or 2121.
- **Spiritual Formation and Integration Selectives** requirement in core curriculum: BUS4435 [OCE, WCE].
- **BUS4996** is an international work/travel/study experience of three to six months' duration.
- **Students must receive** a grade of C or better in all Business Core courses. Courses with grades below C must be repeated.

Business Core	25 cr
ACC2101 Principles of Financial Accounting	4
ACC2102 Principles of Managerial Accounting	4
BUS1115 Introduction to Spreadsheets	2
BUS2011 Introduction to Business Analysis	2
BUS3331 Business Law - Contract and Agency	3
BUS3835 Professional Skills Seminar	2
BUS4435 Business Ethics [OCE, WCE] (SEE SPIRITUAL FORMATION AND INTEGRATION SELECTIVES REQUIREMENT ABOVE)	
ECO2211 Introduction to Economics (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)	
ECO2212 Principles of Macroeconomics (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)	
MGT2271 Management	4
MKT1085 Principles of Marketing	4

International Business Requirements	29 cr
ACC3206 Cost Accounting	4
BUS3235 International Business	4
BUS4996 International Business Internship*	1
FIN2221 Finance I	2
FIN3222 Finance II	2
HISXXX History Course**	4
MGT3075 Entrepreneurship	2
MGT3255 Human Resource Management	2
MGT3275 Small Business Management	2
MGT3276 Operations Management	2
MGT4855 Corporate Strategies and Policies	4

* INTERNSHIP MUST BE A 240-HOUR MINIMUM, NON-UNW WORK EXPERIENCE.
 ** HISTORY COURSE RELATED TO THE COUNTRY OF THE CHOSEN FOREIGN LANGUAGE.

WCE = WRITTEN COMMUNICATION EMPHASIS.
 OCE = ORAL COMMUNICATION EMPHASIS.
 SEE PAGE 48 FOR EXPLANATION AND PREREQUISITES.

Foreign Language 16 cr
 Must achieve 2102-level competency in the foreign language native to the experience site (Chinese or Spanish recommended).

Course Requirements for International Business/MBA Dual Degree

Students who are accepted into the Dual Degree program will substitute the following graduate-level courses into the undergraduate degree to fulfill major or core curriculum requirements.

- **Spiritual Formation and Integration Selectives** requirement in core curriculum: BUA5420U [OCE, WCE].

Undergraduate Courses	8 cr
BUS4435 Business Ethics	4
FIN3222 Finance II	2
MGT3255 Human Resource Management	2

Graduate Courses	8 cr
BUA5420U Business Leadership Ethics	4
BUA5720U Managerial Finance	2
BUA5220U Human Resource Leadership	2

Marketing Major Bachelor of Arts or Bachelor of Science

The Marketing major is designed to prepare students for careers in marketing management, product or brand management, public relations, advertising, promotion, and marketing research. The degree is granted upon completion of credits specified on pages 46–47 (40 credits must be in 3000- or 4000-level courses).

- **Social Science** course in core curriculum: ECO2211 and 2212.
- **Natural World** mathematics course in core curriculum: C- or better in MAT1035 or 2121.
- **Spiritual Formation and Integration Selectives** requirement in core curriculum: BUS4435 [OCE, WCE].
- **Students must receive** a grade of C or better in all Business Core courses. Courses with grades below C must be repeated.
- **B.A. option** requires achieving 1002-level competency in an approved foreign language. See page 45.

Business Core25 cr

ACC2101	Principles of Financial Accounting	4
ACC2102	Principles of Managerial Accounting	4
BUS1115	Introduction to Spreadsheets	2
BUS2011	Introduction to Business Analysis	2
BUS3331	Business Law - Contract and Agency	3
BUS3835	Professional Skills Seminar	2
BUS4435	Business Ethics [OCE, WCE] (SEE SPIRITUAL FORMATION AND INTEGRATION SELECTIVES REQUIREMENT ABOVE)	
ECO2211	Introduction to Economics (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)	
ECO2212	Principles of Macroeconomics (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)	
MGT2271	Management	4
MKT1085	Principles of Marketing	4

Marketing Requirements21 cr

MKT3165	Digital Marketing	4
MKT3186	Consumer Behavior and Research	4
MKT3188	Advertising and Promotion	4
MKT4995	Marketing Internship*	1
MGT3075	Entrepreneurship	2
MGT4267	Project Management	2
MGT4855	Corporate Strategies and Policies	4

Concentration 8–10 cr

Select a concentration in Analytics, Communication, or Graphic Design. Requirements are listed below.

Analytics Concentration (10 cr)

DAL2012	Introduction to Data Analysis	2
DAL2235	Principles of Data Analytics	4
DAL4275	Business and Economics Forecasting	4

Communication Concentration (8 cr)

COM3135	Business Communication	2
COM3355	Advanced Organizational Communication	2
WCM3056	Web Content Strategy	2
COM-	or PRL-prefix course	2

Graphic Design Concentration (8 cr)

DES1031	Introduction to Layout	2
DES2111	Introduction to Graphic Design	2
DES-	prefix course(s)	4

WCE = WRITTEN COMMUNICATION EMPHASIS
OCE = ORAL COMMUNICATION EMPHASIS.
SEE PAGE 48 FOR EXPLANATION AND PREREQUISITES.

* INTERNSHIP MUST BE A 240-HOUR MINIMUM, NON-UNW WORK EXPERIENCE.

Course Requirements for Marketing/MBA Dual Degree

Students who are accepted into the Dual Degree program will substitute the following graduate-level courses into the undergraduate degree to fulfill major or core curriculum requirements.

- **Spiritual Formation and Integration Selectives** requirement in core curriculum: BUA5420U [OCE, WCE].

Undergraduate Course	4 cr	Graduate Course	4 cr		
BUS4435	Business Ethics	4	BUA5420U	Business Leadership Ethics	4

Students may take BUA5220U Human Resource Leadership and/or BUA5720U Managerial Finance as electives.

Marketing Minor 18 cr

Required Courses: MKT1085, 3165, 3188, MGT2271, 4267.

BUSINESS

Environmental Science and Business Major Bachelor of Science

Full details are given under Department of Biology & Biochemistry. See page 85.

Nonprofit Leadership Major Bachelor of Arts or Bachelor of Science

Full details are given under Department of Christian Ministries. See page 139.

Leadership Minor 16 cr

This minor introduces students to the principles, practices, and theories of leadership in today's world. It provides guided experience in leadership, utilizing an array of opportunities in workshops, internships, and campus leadership roles.

Required Courses: LDR3005, 4615; **select 8 credits from the following:** BUS4435, FIN2025, ICS3015, LDR2625, MGT2271, MIN3216, PHI2016, GST Topics in Leadership, other courses by approval.
