Nebraska Wesleyan University

Business (Adult Undergraduate)

Catalog

2021-2022

Majors, Minors & Degrees

Majors

1. Business Administration (B.S)

Minors

1. Business Administration
2. Human Resources Management
3. Marketing

Courses

ACCT 1310 Principles of Accounting I

3 hours

This is an introduction to the basic accounting model and the framework for developing financial statements. The major focus is on the study of generally accepted accounting principles as they apply to the measurement of income and the presentation of a firm's financial position.
(Normally offered each semester.)

ACCT 1320 Principles of Accounting II

3 hours

The role of accounting in the formation and capitalization of corporations is studied. Other topics include cash flow, analysis and interpretation of financial statements, and basic managerial accounting.
Prerequisite(s): Grade of "C-" or better in ACCT 1310 Principles of Accounting I.
(Normally offered each semester.)

BUSAD 1900 Selected Topics

1-4 hours

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

BUSAD 1950 Independent Study

1-4 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

BUSAD 1960 Special Projects

1-15 hours

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor.

BUSAD 1970 Internship

1-8 hours

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.
Prerequisite(s): Permission of the department chair.

BUSAD 2000 Principles of Marketing

3 hours

Students examine the role of marketing in society with an introduction to the fundamentals of strategic marketing planning and the development of the marketing mix. Topics include buyer behavior, market segmentation, distribution, pricing policies, communication strategies, and product development.
(Normally offered each semester.)

BUSAD 2100 Business and Economic Statistics

3 hours

An introduction to descriptive and inferential statistics. Topics include gathering, organizing, interpreting, and presenting data with emphasis on hypothesis testing as a method for decision making in the fields of business and economics. Procedures include z-tests, t-tests, ANOVAs, correlation, and simple regression.
Cross listed with ECON 2100.
Prerequisite(s): Demonstrated proficiency in high school algebra or permission of the instructor.
(Normally offered each semester.)

BUSAD 2300 Business Communication

3 hours

This course will review the basics of effective oral and written communication and apply these basics to business writing and presentations. A variety of individual and collaborative projects, including memos, letters, and reports, will emphasize the process of drafting, revising, and editing business communications.
Prerequisite(s): Business Administration, Accounting, Economics, International Business, or Sport Management major.

Archway Curriculum: Essential Connections: Writing Instructive
Archway Curriculum: Essential Connections: Speaking Instructive

BUSAD 2500 Principles of Management

3 hours

An introduction to management theory and practice. Students explore the history of management and the environment in which managers operate. Classroom discussion focuses on the basic managerial functions of planning, organizing, leading, and

controlling.
(Normally offered each semester.)

Archway Curriculum: Integrative Core: Power Thread
Archway Curriculum: Integrative Core: UC Leadership Thread
Archway Curriculum: Essential Connections: Experiential Learning: Exploratory

BUSAD 2700 Business Law I

3 hours

An introduction to the law, the courts, torts and contracts. It will also explore the law's application to business. This is a required course for Business Administration and Accounting majors.
Prerequisite(s): Junior standing or permission of the instructor.
(Normally offered each semester.)

BUSAD 2800 Business Law II

3 hours

A survey of the application of the law to business entities, with an emphasis on business formation, negotiable instruments and other legal matters. The course is designed to meet the needs of accounting students, prelaw students and students planning on attending graduate school. The course does not satisfy the Business Law requirement for Business Administration majors.
Prerequisite(s): Junior standing or permission of the instructor.
(Normally offered each spring semester.)

BUSAD 2900 Selected Topics

1-5 hours

A topical course designed to investigate any relevant subject matter not included in any of the standard courses. The title and content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

BUSAD 2950 Independent Study

1-4 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

BUSAD 2960 Special Projects

1-15 hours

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor.

BUSAD 2970 Internship

1-8 hours

An on-the-job experience oriented toward the student’s major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.
Prerequisite(s): Permission of the department chair.

BUSAD 3000 Organizational Behavior

3 hours

This course provides a conceptual framework for understanding behavior within the organization. Students explore behavior at the individual, group, and organizational levels. Units of analysis include personality, leadership, conflict, motivation, power, and politics.
Prerequisite(s): Grade of "C-" or better in BUSAD 2500 Principles of Management or permission of the instructor.
(Normally offered each fall semester.)

Archway Curriculum: Essential Connections: Discourse Instructive
Archway Curriculum: Integrative Core: UC Leadership Thread

BUSAD 3000NC Organizational Behavior

0 hours

This course provides a conceptual framework for understanding behavior within the organization. Students explore behavior at the individual, group, and organizational levels. Units of analysis include personality, leadership, conflict, motivation, power, and politics.
Prerequisite(s): Grade of "C-" or better in BUSAD 2500 Principles of Management or permission of the instructor.
(Normally offered each fall semester.)

BUSAD 3100 Managing Information Systems

3 hours

This course will provide an introduction and overview to the managing of information systems (MIS) in today's organizations. The focus is on the use of strategic information systems related to decision making processes and activities in the functional areas of organizations such as operations, management, and marketing.
Prerequisite(s): BUSAD 2500 Principles of Management or permission of the instructor.

Archway Curriculum: Integrative Core: Innovation Thread

BUSAD 3200 Human Resource Management

3 hours

An in-depth study of current policies and problems in human resource management. Subjects include human resource planning, recruiting, selection, training, management development, compensation, discipline, labor relations, equal employment opportunity laws/regulations, and human resource management policies.
Prerequisite(s): Junior standing or permission of the instructor.
(Normally offered each semester.)

Archway Curriculum: Essential Connections: Writing Instructive

BUSAD 3300 Quantitative Methods

3 hours

This course will review modern quantitative methods used in decision making. The intent is to expose the student to various modeling techniques and to apply these techniques using Excel. Topics include productivity and capacity analysis, forecasting, regression analysis, linear programming, PERT/CPM, and statistical process control.

Prerequisite(s): Grade of "C-" or better in BUSAD 2100 Business and Economic Statistics or ECON 2100 Business and Economic Statistics, MATH 1100 College Algebra or MATH 1600 Calculus I, or department chair permission.

(Normally offered each semester.)

BUSAD 3400 Promotional Strategy

3 hours

Focuses on developing the appropriate mix of promotional tools used in marketing communications, including advertising, sales promotions, public relations, sponsorship, point of purchase, and personal selling. Examines the relationship of promotional strategies to the communication process. Students develop an integrated marketing communications plan for an area business.
Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.
(Normally offered each spring semester.)

BUSAD 3500 Consumer Behavior

3 hours

Application of behavioral science theories, concepts, methods, and research findings to the understanding and prediction of consumer behavior as the basis for decision making by marketing managers. Designed to provide additional insight into sociological, psychological, and environmental factors affecting the consumer decision process and their importance to marketing strategies.
Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.
(Normally offered each spring semester.)

Archway Curriculum: Essential Connections: Speaking Instructive

BUSAD 3600 Negotiation

3 hours

This course presents the fundamentals of business negotiation, strategies and tactics of a variety of negotiation styles and contexts, in addition to, individual differences and negotiation across cultures. Negotiation principles are analyzed through readings, cases, class discussion, presentations, and guest speakers. Application of these principles is provided during the course through a variety of negotiation exercises.
Prerequisite(s): Junior standing.
(Normally offered each spring semester.)

BUSAD 3700 Financial Management

3 hours

Students are introduced to financial management of proprietorships, partnerships, and corporations. Concepts of risk and return, time value of money, and stock and bond valuation are analyzed from a quantitative approach and applied throughout the course. Additional topics covered are the cost of capital as related to discounted cash flow, capital budgeting, and strategic financing decisions. A project consisting of several spreadsheet applications will be utilized in order to expose students to their potential for financial analysis. Topics covered include: basic financial statements, financial ratio analysis, time value of money, valuation and rates of return, the cost of capital, and capital budgeting.
Prerequisite(s): Junior standing and grades of "C-" or better in ECON 1530 Macroeconomic Principles, ACCT 1320 Principles of Accounting II and MATH 1100 College Algebra or higher, or permission of the instructor.
(Normally offered each semester.)

BUSAD 3900 Selected Topics

1-4 hours

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

BUSAD 3950 Independent Study

1-4 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

BUSAD 3960 Special Projects

1-15 hours

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the instructor.

BUSAD 3970 Internship

1-8 hours

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.
Prerequisite(s): Permission of the department chair.

BUSAD 4100 Advanced Human Resource Management

3 hours

Labor legislation, labor trends, and many controversial and contemporary human resource management problems are explored. The course is taught by case method along with lecture and general discussion of selected topics related to current personnel problems and trends. The cases used are designed to demonstrate the student's ability to apply sound human resource management concepts and principles in arriving at effective and workable solutions to complex contemporary problems.
Prerequisite(s): Grade of "C-" or better in BUSAD 3200 Human Resource Management.

BUSAD 4200 Marketing Management

3 hours

This course is taught from the leader's decision-making perspective with an emphasis on the marketing manager's role in the development and analysis of goal-oriented marketing strategies. Students explore how marketing decisions impact the overall development including market research, promotion, pricing, distribution, and competitive strategies.
Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.
(Normally offered each fall semester.)

BUSAD 4300 International Marketing

3 hours

Students will investigate the opportunities and challenges facing American companies seeking to expand their markets across international boundaries. Analysis includes a study of international marketing barriers, cultural patterns, adapting the product line to international markets, selecting channels of distribution, pricing strategies, and international communication strategies.
Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.

Archway Curriculum: Essential Connections: Speaking Instructive
Archway Curriculum: Integrative Core: UC Reflected Self Thread
Archway Curriculum: Integrative Core: Going Global Thread

BUSAD 4600 Business Ethics

3 hours

This course investigates ethical issues and moral dilemmas found in the modern business arena. The conflict between an organization's economic performance and its social obligations are studied. Various economic theories, legal regulations and philosophic doctrines are discussed. Contemporary Western moral philosophy, historic and contemporary Christian ethics, and social theory provide a context for the course. Case studies are integrated throughout the semester.

Prerequisite(s): Junior standing.
(Normally offered each spring semester.)

Archway Curriculum: Essential Connections: Speaking Instructive
Archway Curriculum: Justice Thread

BUSAD 4700 Entrepreneurship

3 hours

Students use multidisciplinary business skills to identify, analyze, and execute practical management solutions to the various problems and opportunities of a small business enterprise. The major projects preparation of an actual business plan. Lectures and guest speakers from the community help provide students a clearer understanding of the link between theoretical studies and the practical world of business.
Prerequisite(s): Junior standing and grades of "C-" or better in ACCT 1310 Principles of Accounting I, BUSAD 2500 Principles of Management and BUSAD 2000 Principles of Marketing, or permission of the instructor.
(Normally offered each spring semester.)

Archway Curriculum: Integrative Core: Innovation Thread

BUSAD 4710 Entrepreneurship Practicum

1 hour

Students will complete an entrepreneurial practicum with a local business owner related to an area of interest of the student. This course is designed to give each student experience and insight into the processes entrepreneurs use in finding practical managerial solutions to the problems/opportunities of a business venture.
Pre or corequisite(s): BUSAD 4700 Entrepreneurship.

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

BUSAD 4800 Strategic Management

3 hours

This course integrates all prior accounting, business, and economics courses as final preparation for the student's entry into the business world or graduate studies. Case studies and computer simulations are utilized to enable students to gain an understanding of business operations and the application of business principles.
Prerequisite(s): Senior standing Business Administration, Accounting, or Economics majors, grades of "C-" or better in ACCT 1310 Principles of Accounting I, ACCT 1320 Principles of Accounting II, ECON 1530 Macroeconomic Principles, ECON 1540 Microeconomic Principles, and BUSAD 2500 Principles of Management and BUSAD 2000 Principles of Marketing, or permission of the instructor.
(Normally offered each semester.)

Archway Curriculum: Essential Connections: Writing Instructive

BUSAD 4900 Selected Topics

1-5 hours

A topical course designed to investigate relevant subject matter not included in any of the standard courses. The title and content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

BUSAD 4950 Independent Study

1-3 hours

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives of the department. Independent Study may not duplicate courses described in the catalog.
Prerequisite(s): Permission of the department chair.

BUSAD 4970 Business Internship

3 hours

Each student must work with the department internship coordinator to obtain a business-related internship related to the specific area of emphasis or interest of the student. This course presents each student the opportunity for work-related application of business interest. Under special circumstances, a second internship may be taken for credit with the approval of the business department chair and the internship coordinator.
No Pass/Fail.
Prerequisite(s): Junior standing or permission of the department internship coordinator.
(Normally offered each semester.)

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

BUSAD 4980 Senior Seminar

0-4 hours

A research seminar in which students conducting their research to satisfy the senior comprehensive requirement meet regularly to share insights, progress, and problems encountered along the way.

BUSAD 4990 Senior Project

0-4 hours

Independent field research for all majors.

ECON 1530 Macroeconomic Principles

3 hours

An examination of the macroeconomic theories, problems, and policies of the U.S. economy. Topics include supply and demand, a description of the main sectors of the economy, and the role of government in stabilizing the economy with monetary and fiscal policies.
(Normally offered each semester.)

Archway Curriculum: Foundational Literacies: Scientific Investigations: Social Science
Archway Curriculum: Integrative Core: Going Global Thread

ECON 1540 Microeconomic Principles

3 hours

An examination of the microeconomic theories, problems, and policies of the U.S. economy. Topics include the theory of the firm, market structures, and current economic issues such as income distribution, antitrust policy, poverty, the farm problem, and international trade.
Prerequisite(s): ECON 1530 Macroeconomic Principles strongly recommended.
(Normally offered each semester.)

Archway Curriculum: Foundational Literacies: Scientific Investigations: Social Science
Archway Curriculum: Integrative Core: Power Thread

ECON 2020 Money and Banking

3 hours

A study of the nature and function of money, monetary theory and policy, and financial institutions; and a survey of the historical developments that have affected the U.S. monetary system.
Prerequisite(s): Grade of "C-" or better in ECON 1530 Macroeconomic Principles.