

# Undergraduate Handbook *and* Visitor's Guide



***Disclaimer: This handbook has been prepared to provide information to aid students' understanding of the substance and procedures set forth in the Anderson University catalog relating to the Falls School of Business. It is not intended to be comprehensive, and it does not constitute a contract. Any discrepancy between the handbook and the AU catalog should defer to the AU catalog. The university reserves the right, without prior notice, to change, delete, supplement, or otherwise amend at any time the information, requirements, and policies contained in the handbook, the AU catalog, and other documents.***



# ANDERSON UNIVERSITY

Falls School of Business

*Accredited by the Accreditation Council for Business  
Schools and Programs*



## Hello! Welcome!

We are the Falls School of Business and want to help you feel at home with us. Whether you are visiting for the first time or have already decided to join us full time, we want to get to know you and you to get to know us.

We are confident that you will find our faculty to be an engaging collection of individuals. We are excited about the opportunity to teach, mentor, and lead young adults as they explore business world possibilities from a faith-based perspective.

We often watch with wonder as our students grow in many ways. Before leaving Anderson University, students have real-world experiences such as:

- Traveling, teaching, consulting, etc. with Enactus
- Internships across many disciplines
- Travel-abroad opportunities
- Helping low-income families complete their tax returns through Volunteer Income Tax Assistance (VITA)
- Entrepreneurial opportunities
- Working in a real record label

These and a plethora of other activities help make the FSB a dynamic place to be. We hope that you want to become a part of that community and make the FSB the premier Christian business school.

May God bless you and your decision.

Dr. Michael D. Wiese  
Director of Undergraduate Studies

Dr. Terry C. Truitt  
Dean, Falls School of Business



The mission of the Falls School of Business is to create an environment that will enable and encourage our graduates to be professionally competent, ethically sensitive, and informed by the Christian ideal of servanthood.

This mission is realized through a commitment to teaching excellence and genuine concern for each individual student and is supported by a faculty commitment to continuous professional development and service to the community.

We believe you will find that all of the programs offered by the Falls School of Business share several common characteristics and commitments:

- A commitment to provide the highest quality learning environment possible.
- An equal commitment to continuous improvement.
- A strong belief that business education must not only challenge a person to think in new ways, but it must also be practical and immediately applicable to the student's workplace.
- A fundamental commitment to the value of people, and the necessity of examining the ethical implications of decision-making.
- A culture that emphasizes high performance, change, and teamwork.
- An understanding that we live and work in an increasingly global environment that requires us to listen and to learn from one another.

These commitments and characteristics come alive in the classroom through the efforts of a highly qualified and dedicated faculty who consider their work a vocation ... not merely a "job." We are committed to our students at every level and seek their input continuously. Students, alumni, employers, and professional organizations all influence the direction that the Falls School of Business will take currently and in the future.

Our commitment to quality is affirmed by the fact that the Falls School of Business is accredited by the Accreditation Council for Business Schools and Programs (ACBSP). This accreditation requires stringent and ongoing outcomes measures be applied to ensure that the highest quality in the teaching/learning process is achieved and maintained.

# about this handbook

The Falls School of Business Handbook is your guide to success. Why does it matter? You want to graduate, don't you? Furthermore, you probably want a job and a life after college. Right?

***Here is what you will find in this handbook:***

- Tips that you need to know to succeed
- Information about the majors
- Guidance through the curriculum
- Opportunities for internships, practicums, and other extra-curricular activities
- Ways to win awards, connect with people, and build a future

***Sound good? Here is what you need to do:***

1. Look through the Falls School of Business handbook. Become familiar with its content. Check out *anderson.edu/uploads/fsb/fsb\_handbook.pdf*
2. KEEP the handbook. You will need to refer to it often.
3. Follow it!

Keep informed at  
*anderson.edu/business*  
or on Facebook at  
*facebook.com/andersonuniversity.falls*

# table of contents

I.	Vision and Mission .....	6
a.	Accreditation .....	6
b.	The Story of the Falls School of Business .....	7
c.	History .....	7
d.	Salt & Light .....	7
II.	Faculty Profiles .....	9
III.	Faculty Emeritus .....	12
IV.	Admission to the Falls School of Business .....	14
V.	Options of study .....	15
a.	Overview of Majors and Job Opportunities .....	15
b.	Employer Examples .....	17
c.	Falls School of Business suggested schedule .....	19
d.	FSB Majors and Minors .....	20
e.	FSB Travel opportunities .....	41
VI.	What you should know to succeed .....	42
a.	Faculty Expectations of Students	
b.	Faculty Commitments to Students	
VII.	Opportunities available at AU .....	43
a.	Student Organizations .....	43
b.	Student Awards .....	44
c.	Advisory Boards .....	44
d.	Department Scholarships .....	45
VIII.	Career Development .....	46
a.	Internships .....	46
b.	Practicums .....	46
c.	Portfolios .....	47
d.	INdorse Career Ready .....	47
e.	Placement .....	47
IX.	Graduate Opportunities .....	48
X.	Jumping In .....	49
XI.	Course Listing Key .....	50

# vision and mission statements

## ***Vision***

Our vision is to be a recognized leader at all levels of Christian business higher education. We will accomplish this by providing a learning community that will positively impact the world with the values of Christ through:

- engaging students in the learning process;
- enhancing their analytical and decision-making abilities;
- developing their sense of stewardship; and
- empowering them to make a difference in the organizations, communities, and academies they serve.

## ***Mission***

Our mission is to create an environment that will enable and encourage graduates to be:

- professionally competent through understanding the knowledge base of their discipline and possessing the ability to apply analytical and problem-solving skills to their organizational problems;
- ethically sensitive; and
- informed by the Christian idea of servanthood.

This mission is realized through a commitment to teaching excellence and genuine concern for each individual student and is supported by faculty commitment to continuous professional development and service to the community.

## ***Accreditation***

### ***Is the Falls School of Business Accredited? YES!***

Anderson University is fully accredited by the Higher Learning Commission. This regional accreditation of the institution was reaffirmed from 2009 to 2019. Additionally, the R. Glenn Falls School of Business has sought and achieved professional accreditation through the Accreditation Council for Business Schools and Programs (ACBSP). Both the undergraduate program and the master's program have been accredited by ACBSP. Anderson University was the first member of the Council for Christian Colleges and Universities to earn this accreditation and remains one of only a few such institutions to earn professional accreditation in the field of business. After receiving a glowing reaffirmation in 2003, the Falls School of Business is fully accredited through the year 2023.



# the story of the Falls School of Business

## ***Where did we come from? The history of the R. Glenn Falls School of Business***

A strong foundation of business education at Anderson University was laid from the 1960s to the mid-1980s due to the leadership of Dr. Harold Linamen and Dr. Glenn Falls. In years when it was unusual for a small church-related liberal arts college to have faculty with doctorates, Anderson University had strong leadership who understood the importance of a high level of academic achievement. Both men served Anderson University for 35 years and retired in 1987.



faculty and new leadership were taken. Dr. Ken Armstrong, the new department chair, along with the faculty presented a ten-year strategic plan. The strategic plan set forth and the actions taken by the president's executive staff throughout the 1990s led to the development of a business school that is now known as one of the premier programs among members of the Council of Christian Colleges and Universities. Anderson University's reputation has grown in corporate and higher education circles through-out the Midwest region due to various activities of the undergraduate program, the Master of Business Administration program, and the Doctor of Business Administration program.

## ***Salt and Light***

Yes, we are interested in success. But we believe that success extends beyond profit...to purpose.

At the **Falls School of Business**, we believe that students in business can be **"salt and light"** in a world looking for hope, compassion, and meaning. Being Christian does not mean a compromise of competence. Being "in business" does not mean a compromise of character.

Simply put, **salt and light** means that faculty, staff, and students come alongside each other to experience ways in which what we are learning can be used NOW to improve the lives of people.

Read the original "Salt and Light" article (1992) on our website at [anderson.edu/business](http://anderson.edu/business) that provided the guiding principles for education in the Falls School of Business and signaled a paradigm change among many Christian business educators across the country.

The salt-and-light model for business education was most recently updated in a 2006 article that is now being cited by educators at other institutions as a guide for their educational programs.





***The “real” FSB faculty and staff***

## FSB facts

Fact 1: The FSB undergrad, MBA, and DBA programs are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Fact 2: Highly qualified faculty:  
16 doctoral degrees  
23 full-time faculty  
Many have published articles and have or own a business

Fact 3: New concentrations:  
Sport Marketing  
Event Planning  
CMA Prep  
CPA Prep

Fact 4: Award-winning faculty:  
National Teaching Award  
Three Richard C. Chewing award winners (highest honor from the Christian Business Faculty Association)

Fact 5: Many faculty at other schools across the United States and Canada earned their doctorate from Anderson University.

- Reaffirmation of ACBSP accreditation through 2023
- 88 doctorate degrees up to August 2015
- Residential MBA program began in 2007
- Majors available in distinctive areas
- Opportunities for overseas and multicultural travel and learning experiences
- 23 full-time faculty
- Fifth largest MBA program in Indiana, with almost 300 students.



# faculty and staff profiles



**Feler Bose**

**Professor of Economics**

After receiving his B.S. in Chemistry and Engineering Physics and his M.E. in Mechanical Engineering, Dr. Feler Bose worked as an Engineer in the paper industry for a few years. When he realized that his talents did not lie in Engineering, he pursued his MA in Theological

studies and his Ph.D in Economics. Dr. Bose worked in academia in MI and in Anderson University. He is interested in applying more directly how the Christian faith intersects with Economics. He and his wife, Caroline, have three boys and are expecting a girl in November.



**Michael L. Bruce**

**Professor of Marketing**

Dr. Bruce has taught both undergraduate and graduate level courses for more than 25 years in a number of universities and colleges. He has also taught internationally with the Pacific Institute of Business Management at Petroleum College in Chongqing, China, and The

School of Management of China Economic and Trade Commission located in Chengdu. His international experience also includes teaching global marketing in Europe with the International Business Institute. Dr. Bruce worked for more than 16 years in both small and large companies like Wendy's, Southwestern Bell Telephone, North American Rockwell, and Funseekers, U.S.A., with experience in marketing, management, and information systems.



**Jeffrey M. Buck**

**Executive Director, Adult Studies & Graduate Administration;  
Professor of Marketing**

Dr. Buck holds undergraduate and MBA degrees from Ball State University and a Doctor of Philosophy degree from The University of Mississippi. In addition to his teaching and administrative responsibilities, he

spends time consulting with businesses in the area of marketing and customer service. His research interests include organizational commitment, internal marketing and marketing within the sports industry. Dr. Buck has taught market research internationally at Lithuania Christian College where he has also provided consultation related to the creation of an MBA Program. Prior to his arrival at Anderson University, Dr. Buck held faculty and administrative appointments at the University of Mississippi and has several years of marketing and management experience.



**Rebecca Chappell**

**Director of Music Business Studies**

Dr. Rebecca Chappell teaches clarinet and saxophone. She is founder and Director of Orangehaus Records, Orangehaus Publishing, and Orangehaus Music Business Camp, a summer music business experience for high school students. She has served on the Board of the Music and Entertainment Industry Educators

Association (MEIEA) including President of the organization, and was the first educator to receive the "Music Business Educators Award" from EMI Music Group. Chappell currently serves on the Board of Legendary Road. She has performed as a woodwind soloist throughout the U.S., Canada, Europe, and the Middle East, including a performance for the Prime Minister of Israel.



**Michael Collette**

**Professor of Management**

Dr. Michael Collette has served at Anderson University since 1977 and blends a background rich in professional and community service. He holds a Doctor of Education degree with emphasis in organizational development from Indiana University and a BA in accounting and MS from the University of Wisconsin-

Whitewater. Michael teaches at both the graduate and undergraduate levels, primarily in the areas of strategy, leadership and change management. Dr. Collette is a principle in a central Indiana company which assist in the marketization of intellectual property. He is also the former CEO of a small, regional marketing research firm. He is very active in consulting in the Midwest. Having worked with more than 40 organizations, he currently serves on the board of directors for two start-up businesses and on several local non-profit boards.



**Emmett A. Dulaney**

**Associate Professor of Marketing**

Professor Dulaney holds a Bachelor of Science in Economics from Ball State University, an MBA from Anderson University, and completed his DBA in 2009. Dulaney has a background in technology and publishing and has started businesses in both fields. His research interests are e-business and e-commerce, and he has written

several books on computer operating systems and certifications and is a columnist for two online publications.



**Jerrald M. Fox**  
**Professor of Management**

Dr. Fox shares with his students a background merging academic work, practical experience, and consulting service. He holds an MBA in finance from Indiana University and a PhD in organizational behavior and development from The Union Institute. In addition to being

a certified financial planner, Dr. Fox is active in management consulting and is the author of numerous articles in professional journals, magazines, and newspapers. He has also published devotional guides for applying biblical principles to personal financial planning.



**Rebecca A. Haskett**  
**Professor of Business;**  
**Director of TAPP**

Dr. Haskett teaches in the areas of management, non-profit leadership, and strategic planning. She completed her EdD in higher education at Indiana University, with a minor in non-profit strategic management. Her dissertation focused on emotional intelligence

(EQ) and effective teaching. She is a certified trainer in the TalentSmart Emotional Intelligence training curriculum and the Emotional Intelligence Appraisal, and has been certified in the BarOn EQ-i Emotional Intelligence assessment. Her past experience includes 17 years as a CPA for General Motors, along with leading the organizational strategic planning process. She earned her BS in Accounting and MBA from Ball State University. She recently co-authored a book with David Neidert, [Discovering You: First Steps for Developing your Emotional Intelligence](#).



**Jay J. Hochstetler**  
**Associate Professor of Management**

Dr. Hochstetler has enjoyed the opportunity to be involved in a variety of management positions in his career. After receiving his MBA from Indiana University, he worked in Human Resources for R. R. Donnelley and Sons and then for NCR. Jay then spent eight years

at Indiana Wesleyan University where he was director of the business programs in the college of adult and professional studies, followed by eight years at Ivy Tech State College where he was the executive dean of the Marion campus. Jay started a GED education program at the Miami Correctional Facility, and also coordinated the separation of a physician's office from a large healthcare organization to become an independent office. He also taught at Taylor University before coming to AU. In addition to teaching at AU, he oversees the business side of that physician's office and was a partner in a commercial real estate development. He is married to Kelley and has a son, Jacob, who is studying mechanical engineering at Anderson University.



**Greg Kaufinger**  
**Associate Professor of Accounting**

Dr. Kaufinger received a BS in Business Administration from Geneva College, earned his MBA from Lehigh University, and completed his DBA in accounting in 2012. Prior to joining the FSB, Dr. Kaufinger taught accounting, finance and economics at Spring Arbor University. His professional experience has roots in the pharmaceutical

industry, working 12 years for Merck's financial services group in various roles, including financial planning and analysis, business segment reporting, and global finance.



**Doyle J. Lucas**  
**Director of DBA Program;**  
**Professor of Management**

Dr. Lucas has been serving students as a faculty member in the Falls School of Business since 1984. An Anderson University graduate, Dr. Lucas also has an MBA from Ball State University and a PhD in higher education administration with an emphasis in organizational behavior and

theory from Indiana University. In addition to his teaching, Dr. Lucas also serves as the director of the Doctor of Business Administration Program and also as the faculty athletic representative to the NCAA at Anderson University. Dr. Lucas is a certified official for USA Track and Field and serves as starter for collegiate track meets throughout the Midwest.



**Jill A. Merle**  
**Professor of Finance;**  
**Director of the RMBA Program**

After earning her industrial engineering degree from Purdue University, Dr. Merle worked as an engineer for Eli Lilly and Company. At Eli Lilly, she led several corporate training classes where she realized that teaching was where she wanted to serve. Dr. Merle earned an MBA in finance from Indiana

University, and her DBA from Anderson University. She spent 11 years teaching at Marian University in Indianapolis, where she also served as Department Chair for the School of Business and Economics. Dr. Merle spent five years teaching at Ivy Tech. While teaching at Ivy Tech, she developed a state-wide logistics management degree and served as Program Chair for the logistics management degree. She and her husband Randy have two children.



**Mark E. Motluck**  
**Associate Professor of Accounting and Business**

After graduating from Loyola University of Chicago, Professor Motluck started his career working as a CPA for Arthur Andersen and Company. He left the firm to pursue a law degree at the University of Miami, and upon graduating from law school, worked as an investment banker. Motluck

eventually became president of a national securities broker/dealer, and later worked in the banking industry and also operated his own law firm. He received his MBA degree with a concentration in accounting from Baker College. Professor Motluck has taught in Russia, Lithuania and Romania.



**Cynthia Lash Peck**  
**Associate Professor of Accounting**

Professor Peck has a background in accounting and missionary service. After serving as part of Operation Mobilization in England and the Middle East, she earned her MBA from Indiana University and passed the CPA exam. She has taught at Anderson University since 1984. Professor Peck is a past board member of the Indiana CPA Society, the Indiana Board of Accountancy, and the Christian Business Faculty Association. Peck was selected as the 2009 Outstanding Educator by the Indiana CPA Society.



**Melanie Strow Peddicord**  
**Assistant Professor of Accounting and Business**

After receiving her BA in Accounting from AU, Professor Peddicord worked several years for Ernst & Young LLP where her audit clients included health-care, insurance, retail and not-for-profit organizations. She then worked for 15 years for The Finish Line, Inc. in various financial management and SEC reporting roles. She is excited to share her public and corporate accounting experiences with students as they prepare to serve in the accounting profession. Professor Peddicord has an MBA from Anderson University and is an active CPA. She and her husband, Todd, have three children. She is currently a DBA student at Anderson University and serves as a board member of an Indianapolis nonprofit organization and serves on the Indiana CPA Society's ethics committee.



**Francis O. Pianki**  
**Professor of Management**

Dr. Pianki's well-balanced background blends academic ability and professional experience. He earned a BS in chemical engineering from University of Conn., an MS in chemical engineering from University of Arizona, an MBA from Pepperdine University, and an Ed.D. from Indiana University. Pianki taught business and environment management at Taylor University, was vice president of operations at Barber Manufacturing, chief operating officer at First Benefit, and plant manager at PQ Corporation. He maintains an active consulting practice in the areas of strategy, operations, change management, and continuous improvement.



**Hyeon Joon Shin**  
**Assistant Professor of Economics**

Dr. Shin teaches in the subjects of economics. He obtained his master's degree in economics from Syracuse University and completed his Ph.D. degree in economics at Southern Illinois University. Prior to joining the FSB, he devoted himself as a senior researcher carrying out international economics research and providing consulting services to governments and private firms on international business strategies at the Korea Institute for International Economic Policy. His research interests lie in global development issues, such as foreign aid, poverty reduction and the economics of nonprofit organizations.



**Anna Stumpf**  
**Assistant Professor of Marketing**

After receiving her Bachelor of Science in Marketing from Missouri State University, Professor Stumpf worked for Wal-Mart Stores, Inc. in various management positions across the country for 10 years. Answering a calling to teach, Professor Stumpf earned an MA in teaching from University of Indianapolis and taught high school business classes for 8 years. With a desire to teach at the collegiate level, Professor Stumpf earned an MBA in 2011. She and her husband, Kevin, have a son and are actively involved in their community and church.



**Terry C. Truitt**  
**Dean of the Falls School of Business;  
 Professor of Finance and Economics**

Teaching at undergraduate and graduate levels, coupled with years of practical experience with Zale Corporation, prepared Dr. Truitt for an exciting career at AU. Undergraduate majors in accounting, economics, and management, along with his professional designation as a certified management accountant, provide a strong technical base for business education. After earning an MBA from the University of North Alabama, Dr. Truitt completed a doctoral program in finance at Mississippi State University. He taught finance and economics and served as MBA director before becoming dean of the FSB in 2003.





**Brock Vaughters**  
**Assistant Professor of Business and Economics**

Mr. Vaughters is an alum of Anderson University and the Falls School of Business who brings over a decade of practical business experience. After graduating with a BA in Finance 2003, he worked for the Department of Defense doing numerous financial and accounting functions. He has also worked for various small businesses in the construction, real estate, and hard goods distribution industries. He has held the title of sales manager, area manager, corporate pricing manager, and vice president of operations. He completed his MBA from Ball State University. Prior to joining the faculty of Anderson University, Vaughters spent over 6 years with Monster World Wide, the online job service, working exclusively with global executive recruiting and staffing companies. His list of clients included some of the largest staffing organizations in the country. He and his wife Angie (AU '03) have a daughter Mia and a son Drake and reside in the Indianapolis area.



**Erin Wagoner**  
**Assistant Professor of Accounting**

After receiving her BA in Accounting from Anderson University and her MS in Accounting from Ball State University, Professor Wagoner worked for Katz, Sapper & Miller, LLP for 9 years. She worked in the firm's audit department for two years, and she then transitioned to an advisory group where she specialized in corporate, partnership, and individual taxation for seven years. Professor Wagoner is an active CPA and member of the Indiana CPA Society. She and her husband, Dan, have three children, and they are all actively involved in their community and church family.



**Michael D. Wiese**  
**Director of Undergraduate Studies; Professor of Marketing**

Dr. Wiese shares his enthusiasm for teaching and love for marketing. With practical management and marketing experience in the grocery business, he earned his MBA from Oral Roberts University and PhD in higher education (marketing emphasis) from Loyola University of Chicago and a marketing certificate from University of Virginia. Numerous publications reflect his research interest. He is active in applied marketing research, strategic planning activities, and consulting projects with a focus on marketing in higher education and church-related marketing.

## faculty emeritus



**Dr. Kenneth Armstrong**

Professor Emeritus and former dean of the FSB, Dr. Armstrong served as chair and dean of the Falls School of Business from 1990 to 2003 before returning to the full-time faculty. While still active in teaching at AU, Ken also served as dean of the George Fox University School of Business from 2008-2010 and interim dean of the Point Loma Nazarene University School of Business for 2011. He has had experience developing and growing undergraduate, master and doctoral level programs. Dr. Armstrong has also been actively involved in national business higher education organizations, having served as president and then chair of the board of directors of the Association of Collegiate Business Schools and Programs (ACBSP), one of the premier international business accrediting agencies, and also as chair of the Christian Business Faculty Association (CBFA). He has received the Distinguished Service Award for ACBSP, the Richard Chewning Award for the Integration of Faith and Business from CBFA, and was the Austin/Cooper Endowed Professor of Global Business Studies at Anderson University. He has traveled and taught extensively abroad. The Armstrongs have two married daughters and three grandchildren.



**Dr. R. Glenn Falls**

The namesake of the Falls School of Business, Dr. Falls graduated from Anderson College, earned graduate degrees from Indiana University, and returned to teach business classes at his alma mater. He retired in 1987 after teaching more than 30 years.



**Dr. Harold Linamen**

Dr. Linamen played an integral part, along with his colleague and friend, Dr. Falls, in laying a strong foundation of business education at Anderson University. He served the business department for 35 years, retiring in 1987.

# support staff



**Lisa C. Bailey**  
**MBA Office Manager**

Lisa provides administrative support for FSB graduate programs and faculty. Her responsibilities include serving as liaison for our off-campus learning sites as well as coordinating all MBA special events throughout the year. She is a graduate of AU Falls School of Business.



**Johnna Barnard**  
**Manager, Community Relations and Enrollment**

Johnna joined the FSB team in the Spring of 2014 as the Manager of Enrollment over Adult Studies and Graduate Administration. She is proud to be an AU alum and loves helping other students see the value of a Christian education in today's workplace. Johnna leads

the enrollment and financial aid teams as they assist potential students on their educational journeys. Johnna is also responsible for connecting Anderson University's Adult and Graduate programs with external constituents.



**Toni Earl**  
**Office of the Dean**

Serving as administrative assistant, Toni provides administrative support to the dean of the Falls School of Business. She manages the responsibilities of the dean's office and supports the needs of the doctoral program of FSB. Toni is an AU graduate and has been with the university since 2005. She recently

joined the FSB and is enjoying the new opportunities to connect with students.



**Brian Martin**  
**Enrollment Specialist**

Brian has served as an Enrollment Specialist in the Adult and Graduate Studies since November of 2014. Before this, he served full time in ministry with a local congregation and para-church ministry in Anderson, IN for 20 plus years. He's been blessed through marriage to his wife for 23 years. They have 3

boys and 3 girls. In his spare time, he enjoys officiating softball, baseball, volleyball, and basketball as a IHSAA official.



**Andrea McClain**  
**Community Relations & Enrollment Specialist**

Andrea joined the Adult Studies and Graduate Administration team in November 2014. Andrea is one of the first people you'll talk to if you are an adult who wants to go to college for the first time, wants to finish a degree, or wants a master's degree in business or nursing.

Andrea also helps promote our programs through social media, at community/job/education fairs, and by hosting interest forms.



**Shelly D. Weston**  
**Community Relations and Enrollment Specialist**

Shelly has been with Anderson University since 2008 and joined the Falls School of Business in May of 2014. As a Community Relations and Enrollment Specialist for Adult Studies and Graduate Administration, she has the privilege of working with prospective adult students

wishing to obtain either their graduate or undergraduate degree. Shelly is a graduate of Anderson University and is currently working to complete her MBA.



**Carol Whetsel**  
**Office of the Undergraduate Director**

Ms. Whetsel is the primary administrative staff person for the undergraduate business program, working directly with faculty. She also manages various programs for the FSB, including special events. More importantly, she serves unofficially as "campus mom" and friend to many of the students. She has been

a member of the FSB team since 1996, having previously worked in the department of modern foreign languages. She is a graduate of International Business College.

# admission

## ***Guidelines for admission to the Falls School of Business:***

All prospective business majors must complete the admission guidelines to apply for admission into the program. Students may apply for admission to the Falls School of Business once the following entrance requirements are successfully met:

- Sophomore standing
- Overall GPA of 2.0 or higher
- Successful completion of the application process (proper submission of application, résumé, etc.)
- Grade of C- or higher in each of the following courses:

BSNS 1050	BSNS 2710 or 2810
ACCT 2010	ECON 2010

The Falls School of Business offers stand-alone majors in:

- Accounting
- Economics
- Entrepreneurship
- Finance
- Global Business
- Management
- Marketing
- Entertainment and Music Business

Joint majors are offered in dance/business, math/economics, and political science/economics. A complementary major in business/informative systems is offered. In addition, a complementary major in business administration is offered to students with a primary major outside the Falls School of Business.

See page 48 for a course listing key.



# options of study

## ***What majors can I consider?***

What do you want to study? If you know, that is great. If you are still discovering, that is also fine. Here is a summary of the majors offered in the Falls School of Business and a little about the opportunities that are available for you after graduation:

### ***Accounting***

The accounting major at the Falls School of Business prepares students for a variety of career opportunities in public, corporate, or non-profit accounting. All organizations need the information provided by accounting, and they either obtain that information internally, through outside accountants, or a combination of both. Therefore, there are many types and sizes of organizations for which an accounting graduate may work.

The 150-hour requirement for sitting for the CPA exam in most states necessitates an extra year of study beyond the usual four-year degree. This may be met by additional hours at the undergraduate level or by pursuing graduate hours toward a master's degree. Close work with your advisor is recommended in order to best achieve this goal.

### ***Business Administration***

Students with a primary major outside the Falls School of Business may also have a complementary major in business administration. This major is designed for students seeking exposure of business principles to support their primary major and to strengthen their opportunities for future service. The business administration complementary major requires that the student complete all courses in the 37-hour core in business. Students from many fields take this option.

### ***Economics***

The economics major at the Falls School of Business prepares students for a rigorous understanding of decision-making under constraints. Economics transcends all areas of endeavor. Our economics majors are well prepared to enter private industry, non-profit enterprise, public sector employment, as well as graduate education.

Economics courses are for students anticipating graduate study or careers in business, government, law or social work. Majors choose a concentration in economic policy or globalization.

### ***Entertainment & Music Business***

The Entertainment and Music Business major at the Falls School of Business is designed to prepare students for a variety of career opportunities in the music business, including artist management, publishing, music marketing, concert booking/promotion, and recording technology. The music business curriculum combines a solid core of business and music business courses based on experiential learning and entrepreneurship. In addition, students receive college credit for working in one of the student-run music business - Orangehaus Records, Orangehaus Publishing, or Orangehaus Entertainment.

### ***Entrepreneurship***

Entrepreneurship means much more than just starting or owning a business. Entrepreneurship involves taking calculated risks and combining scarce economic resources (labor, land, and capital) in ways that maximize returns to the entrepreneur and to society.

The entrepreneurship major at Anderson University is focused on experiential learning; students are encouraged to get as much hands-on experience as possible. Throughout the program, the focus will be on how to evaluate risks, make decisions, and then act upon those decisions. A broad knowledge in all areas of business, from accounting to marketing, will be put to the test.

## ***Finance***

The finance program offers courses in the important aspects of finance, including corporate finance, investments, and banking. All of the faculty have work experience in the business world and bring this expertise into the classroom. Through the corporate finance course, students will have an opportunity to research and analyze a corporation. The investment course explores methods of combining stocks, bonds, and other financial securities into a portfolio. The banking course discusses how banks create money, and how actions of the Federal Reserve impacts our local and national economies.

Upon successful completion of the finance major, many opportunities are available. In addition to traditional careers found in commercial banks, investment banks, insurance companies, and real estate firms, finance-related opportunities exist in virtually every conceivable enterprise, such as manufacturing firms, wholesalers, retailers, service, and non-profit organizations.

## ***Global Business***

The global business program is designed to help you combine a major in global business with one functional area of business such as accounting, economics, finance, management, or marketing. Thus, one program gives you a double impact. You will gain knowledge and skills that can be applied immediately upon graduation to the workplace in a specific functional area and to excel as a future leader in the global business arena.

The global business degree program is designed for highly focused and motivated students seeking careers in a variety of domestic business organizations, as well as those focused on international business activity. Opportunities for graduates exist with both large and small employers.

## ***Management***

No matter the business or service organization, they all have a need for qualified individuals to manage and oversee operations. Management allows a great range of flexibility in terms of career pursuits, as well as potential for real impact on the success of people and of the firm. Opportunities for management majors include supervision, human resource management, project management, operations management, employee training and development, small business ownership, management development, and many more. Management principles apply to for-profit and non-profit organizations and are crucial for the success of virtually every size of organizational operation.

Because of the variety of options available to management majors, we have designed several academic concentrations from which our students can choose to add emphasis in their coursework. Management majors may choose to pursue a concentration in one of the following: organizational management, global business, nonprofit leadership, entrepreneurship, or event planning.

## ***Marketing***

Everything to find, get, and keep customers falls into marketing. As such, the career opportunities are numerous. Marketing has been cited as one of the top areas for career potential in the future. Possibilities include research, music marketing, project management, product management, logistics and distributions, advertising, public relations, social media, small business ownership, management development programs and the list is endless. Opportunities are found in all types and sizes of organizations, for-profit and non-profit.

Marketing students at Anderson University may choose to pursue a concentration in one of the following: marketing strategy & tactics, social media, branding & integrated promotions, global marketing, event planning, sports marketing, or music business.

# what's next after AU?

## ***Can AU graduates go on to graduate school?***

Of course, you can go to graduate school after you earn your bachelor's degree from Anderson University. Graduates normally have all the prerequisites fulfilled for pursuit of the Master of Business Administration degree through completion of the core courses in the AU curriculum (some programs will require a calculus class in addition to the core). Students can also pursue graduate education in fields outside of business. Recent students have earned degrees in law, social work, and religion. Some schools that FSB graduates have attended include Ball State University, Butler University, University of Cincinnati, Columbia University, DePaul University, Duke University, Emerson College in Brussels, Indiana University, University of Indianapolis, University of Missouri, Ohio State University, Old Dominion, Southern Methodist University, Regent University, Valparaiso University, Virginia Commonwealth University, and Washington University. Many students have also come back to earn their MBA from Anderson University.

## ***Employer Examples***

Over the last several years, graduates of the Falls School of Business have found employment in the following organizations. This represents just a sampling of the firms that have hired recent Anderson University graduates.

- Abbott Labs
- Aerotech
- Aflac
- Agency for International Development
- American Greeting
- Americana Bancorp
- Angie's List
- Anthem Blue Cross/Blue Shield
- Ascension Health
- Bank of America
- BankOne
- Batesville Casket
- BKD
- BlueBridge Digital
- Brinks Inc.
- Brumbaugh Construction
- Celadon
- Chase Bank
- Church of God Ministries
- ChurchShield
- City of Indianapolis Office of Economic Development
- Crouse Horwath
- Crowe Horwath
- Cummins Engine
- Dana Corporation
- Definity Energy
- Deloitte
- Delta Faucet
- DFAS
- Edward Jones Investments
- Ent & Imlet CPA Group
- Engledow
- Ernst and Young
- Evangelical Council for Financial Accountability
- Federal Home Loan Bank
- FedEx
- Finish Line headquarters
- First Investors
- Formstack
- Gaither Family Resources
- General Electric
- Hancock Regional Hospital

- Hershey
- IN Dept. of Financial Institute
- Indianapolis Public Schools
- Ivy Tech Community College
- J P Morgan
- KB Parrish & Co
- Key Bank
- Kleenco
- KPMG
- Language Training Centers
- Leukemia Society of America
- Liberty Mutual (executive training program)
- Life Care Centers of America
- Lilly, Inc.
- Loyalty Research
- Make-A-Wish Foundation
- Marathon Oil
- Medline Industries
- Menards
- Mercer
- Miller's Merry Manor
- Molex Inc.
- Nationwide Insurance
- Nestle
- Northwestern Mutual Financial Network
- Old National Bank
- One America
- Ontario Systems
- Philips Petroleum
- Price Waterhouse Cooper
- Proctor & Gamble
- Raymond James Financial
- Red Gold
- Resource Commercial Real Estate
- Roche
- Rolls Royce
- Saf-T-Aid
- Salesforce.com
- SandRidge Energy
- Somerset CPAs
- State Farm headquarters
- Teach for America
- TLC Management
- Total Quality Logistics
- Universal Orlando
- Warren-Averitt
- Wisdom Tooth Theatre Project
- World Hope

# suggested schedule for business core classes

## ***Four-Year Sequence:***

---

<b>Freshman</b>	<b>Sophomore</b>	<b>Junior</b>	<b>Senior</b>
BSNS 1050	ACCT 2010	BSNS 3200	BSNS 4500
MATH 1300	ACCT 2020	BSNS 3420	BSNS 4910
CPSC 1100	ECON 2010	Major (6-9)	Major (9-13)
	ECON 2020	Minor (6)	Minor (6)
	BSNS 2710		
	BSNS 2810		
	Statistics		
Total Hours:			
Freshman:	8		
Sophomore:	22		
Junior:	12-21		
Senior:	13-23		

## ***Three-Year Sequence:***

---

<b>Sophomore</b>	<b>Junior</b>	<b>Senior</b>
BSNS 1050	BSNS 3200	BSNS 4500
MATH 1300	BSNS 3420	BSNS 4910
CPSC 1100	Statistics	Major (9-13)
ACCT 2010	Major (6-9)	Minor (6)
ACCT 2020	Minor (6)	
ECON 2010		
ECON 2020		
BSNS 2710		
BSNS 2810		
Total Hours:		
Sophomore:	26	
Junior:	16-25	
Senior:	13-23	

## ***Two-Year Sequence:***

---

For transfer students. Sequence depends upon classes transferred in.

# FSB majors: accounting (59 credit hours)

## **Required Prerequisite — one course from**

- MATH 1300, Finite Mathematics, 3 credit hours
- MATH 1400, Applied Calculus, 4 credit hours
- MATH 2010, Calculus I, 4 credit hours

## **Business Core Requirements:**

- ACCT 2010, Principles of Accounting I, 3 credit hours
- ACCT 2020, Principles of Accounting II, 3 credit hours
- BSNS 1050, Business as a Profession, 2 credit hours
- BSNS 2510, Business Finance, 3 credit hours
- BSNS 2710, Principles of Management, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 3420, Business Law, 3 credit hours
- BSNS 4500, Strategic Management, 3 credit hours
- BSNS 4910, Seminar in Ethics and Leadership, 1 credit hour
- CPSC 1100, Business Computer Applications, 3 credit hours
- ECON 2010, Principles of Macroeconomics, 3 credit hours
- ECON 2020, Principles of Microeconomics, 3 credit hours

## **4 credit hours from:**

- BSNS 2450, Business Statistic Analysis, 4 credit hours
- MATH 2120, Introductory Statistics with Applications, 4 credit hours
- PSYC 2440, Applied Statistics and Introduction to Research, 4 credit hours

## **Required:**

- ACCT 3010, Intermediate Accounting I, 3 credit hours
- ACCT 3020, Intermediate Accounting II, 3 credit hours
- ACCT 3110, Managerial Accounting, 3 credit hours
- ACCT 3500, Accounting Information Systems, 3 credit hours
- ACCT 4020, Federal Income Tax, 3 credit hours
- ACCT 4310, Auditing, 3 credit hours
- ACCT 4900, Professional Ethics for Accountants, 1 credit hour

## **3 credit hours from:**

- BSNS 3350, Intermediate Finance, 3 credit hours
- BSNS 4150, Investments, 3 credit hours
- ECON 3020, Intermediate Economic Analysis, 3 credit hours
- ECON 3410, Money and Banking, 3 credit hours
- Or additional ACCT courses including ACCT 3220, Forensic Accounting

## **Proposed course sequence:**

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810 ECON 2010; ACCT 2020, ECON 2020, Statistics

Junior: ACCT 3010, 3110, 3500, BSNS 3420; ACCT 3020, 4020; BSNS 2510

Senior: ACCT 4310, 4910, BSNS 4500, Accounting elective; BSNS 4910

- ACCT 4900, Professional Ethics for Accountants, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.



**Optional Concentrations in Accounting:**

Certified Managerial Accountant (CMA) Preparation:

- BSNS 3240, Operations Management, 3 credit hours
- BSNS 3350, Intermediate Finance, 3 credit hours
- BSNS 4150, Investments, 3 credit hours

**Recommended:**

- ACCT 4860, Practicum in CMA Exam Preparation, 1-2 credit hours

**Certified Managerial Accountant (CMA) Preparation concentration proposed course sequence:**

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; \ CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810 ECON 2010; ACCT 2020, ECON 2020, Statistics

Junior: ACCT 3010, 3110, 3500, BSNS 3420; ACCT 3020, 4020; BSNS 2510, 3240

Senior: ACCT 4310, 4910, BSNS 3350, 4500; BSNS 4150, 4910

- ACCT 4900, Professional Ethics for Accountants, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

**Certified Public Accountant (CPA) Preparation:**

- ACCT 4050, Advanced Federal Income Taxation, 3 credit hours
- ACCT 4100, Advanced Financial Accounting, 3 credit hours
- ACCT 4250, Advanced Financial Reporting and Auditing Decisions, 3 credit hours

**Strongly recommended for students taking the CPA Exam:**

- ACCT 4850, Practicum in CPA Exam Preparation, 1-4 credit hours

**Certified Public Accountant (CPA) Preparation proposed course sequence:**

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810 ECON 2010; ACCT 2020, ECON 2020, Statistics

Junior: ACCT 3010, 3110, 3500, BSNS 3420; ACCT 3020, 4020, 4250; BSNS 2510

Senior: ACCT 4050, 4310, 4910, Accounting elective, BSNS 4500; ACCT 4100, 4850, BSNS 4910

- ACCT 4900, Professional Ethics for Accountants, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

# FSB majors: business administration

The business administration major is only available as a second major and only when the student's other major is outside of the Falls School of Business. The major consists of the 37 hours that make up the common core of the departmental majors.

## ***Required Prerequisite — one course from***

- MATH 1300, Finite Mathematics, 3 credit hours
- MATH 1400, Applied Calculus, 4 credit hours
- MATH 2010, Calculus I, 4 credit hours

## ***Business Core Requirements:***

- ACCT 2010, Principles of Accounting I, 3 credit hours
- ACCT 2020, Principles of Accounting II, 3 credit hours
- BSNS 1050, Business as a Profession, 2 credit hours
- BSNS 2510, Business Finance, 3 credit hours
- BSNS 2710, Principles of Management, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 3420, Business Law, 3 credit hours
- BSNS 4500, Strategic Management, 3 credit hours
- BSNS 4910, Seminar in Ethics and Leadership, 1 credit hour
- CPSC 1100, Business Computer Applications, 3 credit hours
- ECON 2010, Principles of Macroeconomics, 3 credit hours
- ECON 2020, Principles of Microeconomics, 3 credit hours

## ***4 credit hours from:***

- BSNS 2450, Business Statistic Analysis, 4 credit hours
- MATH 2120, Introductory Statistics with Applications, 4 credit hours
- PSYC 2440, Applied Statistics and Introduction to Research, 4 credit hours

In addition, BSNS 2550 is strongly encouraged.

## ***Proposed course sequence:***

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010;  
CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810 ECON 2010; ACCT 2020, ECON 2020, Statistics

Junior: BSNS 3420;BSNS 2510

Senior: BSNS 4500;BSNS 4910

- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

# FSB majors: economics (52 credit hours)

## ***Required Prerequisite — one course from***

- MATH 1300, Finite Mathematics, 3 credit hours
- MATH 1400, Applied Calculus, 4 credit hours
- MATH 2010, Calculus I, 4 credit hours

## ***Business Core Requirements:***

- ACCT 2010, Principles of Accounting I, 3 credit hours
- ACCT 2020, Principles of Accounting II, 3 credit hours
- BSNS 1050, Business as a Profession, 2 credit hours
- BSNS 2510, Business Finance, 3 credit hours
- BSNS 2710, Principles of Management, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 3420, Business Law, 3 credit hours
- BSNS 4500, Strategic Management, 3 credit hours
- BSNS 4910, Seminar in Ethics and Leadership, 1 credit hour
- CPSC 1100, Business Computer Applications, 3 credit hours
- ECON 2010, Principles of Macroeconomics, 3 credit hours
- ECON 2020, Principles of Microeconomics, 3 credit hours

## ***4 credit hours from:***

- BSNS 2450, Business Statistic Analysis, 4 credit hours
  - MATH 2120, Introductory Statistics with Applications, 4 credit hours
  - PSYC/POSC 2440, Applied Statistics and Introduction to Research, 4 credit hours
- In addition, BSNS 2550 is strongly encouraged.

## ***Economics Requirements:***

- ECON 3020, Intermediate Microeconomics, 3 credit hours

## ***Majors must complete one of the following concentrations:***

### ***Economic Policy:***

- ECON 3410, Money and Banking, 3 credit hours

### ***9 credit hours from:***

- ECON 3110, Public Finance, 3 credit hours
- ECON 3210, International Economics, 3 credit hours
- ECON 3850, Practicum in Economics, 1-3 credit hours (arranged)
- ECON 4020, Topics in Contemporary Economics and Finance, 3 credit hours
- BSNS 4240, Topics in Business and Economics, 3 credit hours
- BSNS 4800, Business Internship, 1-4 credit hours
- ACCT 4020, Federal Income Tax, 3 credit hours
- POSC 3200, Public Policy/Administration, 3 credit hours

***Economic Policy concentration proposed course sequence:***

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010; ACCT 2020, ECON 2020, Statistics

Junior: BSNS 3420, ECON 3210; ACCT 4020, BSNS 2510, ECON 3020, 3410

Senior: BSNS 4240/4800, 4910; BSNS 4500

BSNS 4910 Seminar in Ethics & Leadership is a Writing Intensive course in the Liberal Arts program.

***Globalization:***

***6 credit hours from:***

- ECON 3210, International Economics, 3 credit hours
- INED 3500, Practicum in Service Experiences, 1-4 credit hours (arranged)

***6 credit hours from:***

- ACCT 3210, Global Finance and Accounting, 3 credit hours
- ECON 3410, Money and Banking, 3 credit hours
- BSNS 3120, Global Business, 3 credit hours
- BSNS 4120, International Management, 3 credit hours
- BSNS 4250, Global Marketing, 3 credit hours
- HIST 3210, History and Culture of Modern Germany, 3 credit hours
- HIST 3350, History and Culture of Japan, 3 credit hours
- HIST 3370, General History of Latin America, 3 credit hours
- POSC 3300, International Politics, 3 credit hours
- POSC 3330, American Foreign Policy, 3 credit hours
- POSC 3400, Comparative Politics, 3 credit hours
- POSC 3600, Topics in Political Science, 3 credit hours

***Globalization concentration proposed course sequence:***

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010; ACCT 2020, ECON 2020, Statistics

Junior: BSNS 3420; BSNS 2510, ECON 3020, 3210

Summer: INED 3500

Senior: BSNS 4910, POSC 3300/3400; BSNS 3120, 4500

- BSNS 3120, Global Business, is a Global/Intercultural course in the Liberal Arts program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts program.
- HIST 3370, General History of Latin America, is a Global/Intercultural course in the Liberal Arts program.
- POSC 3300 International Politics is a Writing Intensive & Global/Intercultural course in the Liberal Arts program.
- POSC 3400, Comparative Politics, is a Writing Intensive course in the Liberal Arts program.

# FSB majors: entertainment and music business

## (53-54 credit hours)

### **Required Prerequisite — one course from**

- MATH 1300, Finite Mathematics, 3 credit hours
- MATH 1400, Applied Calculus, 4 credit hours
- MATH 2010, Calculus I, 4 credit hours

### **Business Core Requirements:**

- ACCT 2010, Principles of Accounting I, 3 credit hours
- ACCT 2020, Principles of Accounting II, 3 credit hours
- BSNS 1050, Business as a Profession, 2 credit hours
- BSNS 2510, Business Finance, 3 credit hours
- BSNS 2710, Principles of Management, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 3420, Business law, 3 credit hours
- BSNS 4500, Strategic Management, 3 credit hours
- BSNS 4910, Seminar in Ethics and leadership, 1 credit hour
- CPSC 1100, Business Computer Applications, 3 credit hours
- ECON 2010, Principles of Macroeconomics, 3 credit hours
- ECON 2020, Principles of Microeconomics, 3 credit hours

### **4 credit hours from:**

- BSNS 2450, Business Statistic Analysis, 4 credit hours
- MATH 2120, Introductory Statistics with Applications, 4 credit hours
- PSYC/POSC 2440, Applied Statistics and Introduction to Research, 4 credit hours

### **10-13 credit hours from the required Music Business Core:**

- BSNS 2030, Introduction to the Music Business, 3 credit hours
- BSNS 2040, Introduction to Music Publishing, 3 credit hours
- BSNS 3330, Music Marketing, 3 credit hours
- BSNS 4810, Internship in Music Business, 1-3 credit hours (arranged)
- BSNS 4900, Recording label Seminar, 1-2 credit hours

### **Completion of elective courses in Music Business (4-5 hours) from:**

- BSNS 2070, Songwriting, 2 credit hours
- BSNS 3140, Artist Development, 2 credit hours
- BSNS 3260, Recording Techniques II, 2 credit hours
- BSNS 3320, legal Aspects of the Music Business, 2 credit hours
- BSNS 3360, Beyond Talent: Entrepreneurship for Musicians, 2 credit hours
- BSNS 3370, Record Production, 2 credit hours
- BSNS 3380, Concert Booking and Promotion, 2 credit hours

### **Proposed course sequence:**

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100

Sophomore: ACCT 2010, BSNS 2040, 2710, 2810, ECON 2010; ACCT 2020, BSNS 2030, ECON 2020, Statistics

Junior: BSNS 3330, 3420, Music Business Elective; BSNS 2510, 3360

Senior: BSNS 4500, 4900, 4910; BSNS 4810, 4900

- BSNS 3330, Music Marketing is a Writing Intensive course in the liberal Arts Program.
- BSNS 4910, Seminar in Ethics and leadership, is a Writing Intensive course in the liberal Arts Program.

# FSB majors: entrepreneurship (55 credit hours)

## **Required Prerequisite — one course from**

- MATH 1300, Finite Mathematics, 3 credit hours
- MATH 1400, Applied Calculus, 4 credit hours
- MATH 2010, Calculus I, 4 credit hours

## **Business Core Requirements:**

- ACCT 2010, Principles of Accounting I, 3 credit hours
- ACCT 2020, Principles of Accounting II, 3 credit hours
- BSNS 1050, Business as a Profession, 2 credit hours
- BSNS 2510, Business Finance, 3 credit hours
- BSNS 2710, Principles of Management, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 3420, Business Law, 3 credit hours
- BSNS 4500, Strategic Management, 3 credit hours
- BSNS 4910, Seminar in Ethics and Leadership, 1 credit hour
- CPSC 1100, Business Computer Applications, 3 credit hours
- ECON 2010, Principles of Macroeconomics, 3 credit hours
- ECON 2020, Principles of Microeconomics, 3 credit hours

## **4 credit hours from:**

- BSNS 2450, Business Statistic Analysis, 4 credit hours
- MATH 2120, Introductory Statistics with Applications, 4 credit hours
- PSYC 2440, Applied Statistics and Introduction to Research, 4 credit hours

## **15 credit hours from:**

- BSNS 3100, Opportunity Recognition and New Venture Feasibility, 3 credit hours
- BSNS 3440, Law for Entrepreneurs, 3 credit hours
- BSNS 3450, Social Entrepreneurship, 3 credit hours
- BSNS 3850, Practicum in Business, 1-3 credit hours (arranged)
- BSNS 4310, Business Plan Development, 3 credit hours
- BSNS 4320, Funding New Ventures, 3 credit hours

## **One course from:**

- BSNS 3150, Financial Planning, 3 credit hours
- BSNS 3230, Human Resource Management, 3 credit hours
- BSNS 3240, Operations Management, 3 credit hours

## **Proposed course sequence:**

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010; ACCT 2020, ECON 2020, Statistics

Junior: BSNS 3420, 3440, 3850, Entrepreneurship elective; BSNS 2510, 3100, 3450

Senior: BSNS 4910, 4310; BSNS 4320, 4500

- BSNS 4910, Seminar in Ethics and Leadership is a Writing Intensive course in the Liberal Arts Program.



# FSB majors: finance (55 credit hours)

## ***Required Prerequisite — one course from***

- MATH 1300, Finite Mathematics, 3 credit hours
- MATH 1400, Applied Calculus, 4 credit hours
- MATH 2010, Calculus I, 4 credit hours

## ***Business Core Requirements:***

- ACCT 2010, Principles of Accounting I, 3 credit hours
- ACCT 2020, Principles of Accounting II, 3 credit hours
- BSNS 1050, Business as a Profession, 2 credit hours
- BSNS 2510, Business Finance, 3 credit hours
- BSNS 2710, Principles of Management, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 3420, Business Law, 3 credit hours
- BSNS 4500, Strategic Management, 3 credit hours
- BSNS 4910, Seminar in Ethics and Leadership, 1 credit hour
- CPSC 1100, Business Computer Applications, 3 credit hours
- ECON 2010, Principles of Macroeconomics, 3 credit hours
- ECON 2020, Principles of Microeconomics, 3 credit hours

## ***4 credit hours from:***

- BSNS 2450, Business Statistic Analysis, 4 credit hours
- MATH 2120, Introductory Statistics with Applications, 4 credit hours
- PSYC 2440, Applied Statistics and Introduction to Research, 4 credit hours

## ***Major Requirements:***

- BSNS 3350, Intermediate Finance, 3 credit hours
- BSNS 4150, Investments, 3 credit hours
- ECON 3410, Money & Banking, 3 credit hours

***Finance majors must complete one of the following areas of concentration.***

## ***Entrepreneurship:***

- BSNS 3100, Opportunity Recognition and New Venture Feasibility, 3 credit hours
- BSNS 4310, Business Plan Development, 3 credit hours

## ***3 credit hours from:***

- BSNS 3150, Financial Planning, 3 credit hours
- BSNS 3210, Buyer/Seller Relations, 3 credit hours
- BSNS 3400, eBusiness/eCommerce, 3 credit hours
- BSNS 3440, Law for Entrepreneurs, 3 credit hours
- BSNS 4160, Portfolio Management, 3 credit hours
- BSNS 4320, Funding New Ventures, 3 credit hours
- BSNS 4800, Business Internship, 1-4 credit hours (arranged)

***Entrepreneurship concentration proposed course sequence:***

- Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100  
Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010; ACCT 2020, BSNS 3420, ECON 2020  
Junior: BSNS 2510, 3420, 3150, 3350, 3410, 3000-level concentration course  
Senior: BSNS 4500, 4910, 4160, 4150, 4000-level concentration course
- BSNS 3210, Buyer/Seller Relations, is a Speaking Intensive course in the Liberal Arts Program.
  - BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

***Investments:***

- BSNS 3150, Financial Planning, 3 credit hours
- BSNS 4160, Portfolio Management, 3 credit hours

***3 credit hours from:***

- BSNS 3850, Practicum in Business, 1-3 credit hours (arranged)
- BSNS 4240, Topics in Business and Economics, 3 credit hours
- BSNS 4800, Business Internship, 1-4 credit hours (arranged)
- ACCT 4020, Federal Income Tax, 3 credit hours

***Investments concentration proposed course sequence:***

- Freshman: BSNS 1050, one of the following: MATH 1300 or 1400 or 2010; BSNS 2810, CPSC 1100  
Sophomore: ACCT 2010, BSNS 2710, 3150, ECON 2010; ACCT 2020, BSNS 3420, ECON 2020  
Junior: BSNS 2510, ECON 3410, Statistics; ACCT 4020, BSNS 3350  
Senior: BSNS 4150, 4910, Concentration Elective; BSNS 4160, 4500
- BSNS 4910, Seminar in Ethics and Leadership is a Writing Intensive course in the Liberal Arts Program.

# FSB majors: global business (59 credit hours)

## ***Required Prerequisite — one course from***

- MATH 1300, Finite Mathematics, 3 credit hours
- MATH 1400, Applied Calculus, 4 credit hours
- MATH 2010, Calculus I, 4 credit hours

## ***Business Core Requirements:***

- ACCT 2010, Principles of Accounting I, 3 credit hours
- ACCT 2020, Principles of Accounting II, 3 credit hours
- BSNS 1050, Business as a Profession, 2 credit hours
- BSNS 2510, Business Finance, 3 credit hours
- BSNS 2710, Principles of Management, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 3420, Business Law, 3 credit hours
- BSNS 4500, Strategic Management, 3 credit hours
- BSNS 4910, Seminar in Ethics and Leadership, 1 credit hour
- CPSC 1100, Business Computer Applications, 3 credit hours
- ECON 2010, Principles of Macroeconomics, 3 credit hours
- ECON 2020, Principles of Microeconomics, 3 credit hours

## ***4 credit hours from:***

- BSNS 2450, Business Statistic Analysis, 4 credit hours
- MATH 2120, Introductory Statistics with Applications, 4 credit hours
- PSYC 2440, Applied Statistics and Introduction to Research, 4 credit hours

## ***Required:***

- BSNS 3120, Global Business, 3 credit hours
- BSNS 4120, International Management, 3 credit hours

## ***Choose one course from:***

- FREN 2010, Intermediate French I, 4 credit hours
- GERM 2010, Intermediate German I, 4 credit hours
- SPAN 2010, Intermediate Spanish I, 4 credit hours

## ***Majors must complete one of the following areas of concentration.***

### ***Accounting:***

#### ***Choose three courses from:***

- ACCT 3010, Intermediate Accounting I, 3 credit hours
- ACCT 3020, Intermediate Accounting II, 3 credit hours
- ACCT 3110, Managerial Accounting, 3 credit hours
- ACCT 4310, Auditing, 3 credit hours

***Accounting concentration proposed course sequence:***

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100  
Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010, Intermediate level language; ACCT 2020, ECON 2020, Statistics  
Junior: ACCT 3010, 3110, BSNS 3420; ACCT 3020, BSNS 2510, 3120  
Senior: ACCT 4310, BSNS 4500, 4910; BSNS 4120  
• BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

***Economics:***

- ECON 3020, Intermediate Economic Analysis, 3 credit hours
- ECON 3110, Public Finance, 3 credit hours
- ECON 3410, Money and Banking, 3 credit hours

***Economics concentration proposed course sequence:***

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100  
Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010, Intermediate level language; ACCT 2020, ECON 2020, Statistics  
Junior: BSNS 3420; BSNS 2510, 3120  
Senior: BSNS 4500, 4910, ECON 3110; BSNS 4120, ECON 3410  
• BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

***Finance:***

- BSNS 3350, Intermediate Finance, 3 credit hours
- BSNS 4150, Investments, 3 credit hours
- ECON 3410, Money and Banking, 3 credit hours

***Finance concentration proposed course sequence:***

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100  
Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010, Intermediate Level language; ACCT 2020, ECON 2020, Statistics  
Junior: BSNS 2510; BSNS 3120, 3350, 3420  
Senior: BSNS 4150, 4500, 4910; BSNS 4120, ECON 3410  
• BSNS 4910, Seminar in Ethics and leadership, is a Writing Intensive course in the Liberal Arts Program.

***Management:***

- BSNS 3230, Human Resource Management, 3 credit hours
- BSNS 3240, Operations Management, 3 credit hours
- BSNS 4480, Leadership, 3 credit hours

***Management concentration proposed course sequence:***

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010, Intermediate Level language; ACCT 2020, ECON 2020, Statistics

Junior: BSNS 3230, 3420; BSNS 2510, 3120, 3240

Senior: BSNS 4480, 4500, 4910; BSNS 4120

- BSNS 4480, Leadership, is a Speaking Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

***Marketing:***

- BSNS 4250, Global Marketing, 3 credit hours

***Choose two courses from:***

- BSNS 3220, Consumer Behavior, 3 credit hours
- BSNS 3510, Supply Chain Management, 3 credit hours
- BSNS 4110, Marketing Research, 3 credit hours
- BSNS 4330, Marketing Management, 3 credit hours

***Marketing concentration proposed course sequence:***

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010, Intermediate Level Language; ACCT 2020, ECON 2020, Statistics

Junior: BSNS 2510, 3220, 3510; BSNS 3120, 3420

Senior: BSNS 4110, 4500, 4910; BSNS 4120, 4330

- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

***International Business Institute (IBI) Program:***

- BSNS 4170, International Trade and Finance, 3 credit hours
- BSNS 4250, Global Marketing, 3 credit hours
- BSNS 4450, Global Business Strategy, 3 credit hours
- ECON 3250, Comparative Economic Systems, 3 credit hours

# FSB majors: management (55-58 credit hours)

## ***Required Prerequisite — one course from***

- MATH 1300, Finite Mathematics, 3 credit hours
- MATH 1400, Applied Calculus, 4 credit hours
- MATH 2010, Calculus I, 4 credit hours

## ***Business Core Requirements:***

- ACCT 2010, Principles of Accounting I, 3 credit hours
- ACCT 2020, Principles of Accounting II, 3 credit hours
- BSNS 1050, Business as a Profession, 2 credit hours
- BSNS 2510, Business Finance, 3 credit hours
- BSNS 2710, Principles of Management, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 3420, Business Law, 3 credit hours
- BSNS 4500, Strategic Management, 3 credit hours
- BSNS 4910, Seminar in Ethics and Leadership, 1 credit hour
- CPSC 1100, Business Computer Applications, 3 credit hours
- ECON 2010, Principles of Macroeconomics, 3 credit hours
- ECON 2020, Principles of Microeconomics, 3 credit hours

## ***4 credit hours from:***

- BSNS 2450, Business Statistic Analysis, 4 credit hours
- MATH 2120, Introductory Statistics with Applications, 4 credit hours
- PSYC 2440, Applied Statistics and Introduction to Research, 4 credit hours

## ***Required:***

- BSNS 3270, Project Management, 3 credit hours
- BSNS 4010, Organizational Behavior and Theory, 3 credit hours
- BSNS 4480, Leadership, 3 credit hours
- BSNS 4920, Senior Seminar in Management, 1 credit hour

## ***Majors must complete one of the following areas of concentration.***

### ***Entrepreneurship:***

- BSNS 3100, New Venture Feasibility, 3 credit hours
- BSNS 4310, Business Plan Development, 3 credit hours

### ***3 credit hours from:***

- BSNS 3120, Global Business, 3 credit hours
- BSNS 3240, Operations Management, 3 credit hours
- BSNS 3400, eBusiness/eCommerce, 3 credit hours
- BSNS 3440, Law for Entrepreneurs, 3 credit hours
- BSNS 3450, Social Entrepreneurship, 3 credit hours
- BSNS 4240, Topics in Business and Economics, 3 credit hours
- BSNS 4320, Funding New Ventures, 3 credit hours
- BSNS 4800, Business Internship, 1-4 credit hours (arranged)



***Entrepreneurship concentration proposed course sequence:***

Freshman: BSNS 1050, CPSC 1100, one of the following: MATH 1300 or MATH 1400 or MATH 2010

Sophomore: ACCT 2010, 2020, ECON 2010, 2020, BSNS 2550, 2710, 2810, Statistics

Junior: BSNS 2510, 3420, 3230, 3000-level concentration courses

Senior: BSNS 4500, 4910, 4010, 4000-level concentration courses

- BSNS 3120, Global Business, is a Global/Intercultural course in the Liberal Arts Program.
- BSNS 4480, Leadership, is a Speaking Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and leadership, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4920, Senior Seminar in Management, is a Writing Intensive course in the Liberal Arts Program.

***Event Planning:***

- BSNS 3340, Managing Effective Events, 3 credit hours
- BSNS 3860, Event Planning Practicum, 1-2 credit hours
- BSNS 4340, Event Strategies and Tactics, 3 credit hours
- COMM 3250, Event Planning and Management, 2 credit hours

***Event Planning concentration proposed course sequence:***

Freshman: BSNS 1050, CPSC 1100, one of the following: MATH 1300 or MATH 1400 or MATH 2010

Sophomore: ACCT 2010, 2020, ECON 2010, 2020, BSNS 2550, 2710, 2810, Statistics

Junior: BSNS 2510, 3420, 3230, 3000-level concentration courses

Senior: BSNS 4500, 4910, 4010, 4000-level concentration courses

- BSNS 4480, Leadership, is a Speaking Intensive course in the liberal Arts Program.
- BSNS 4910, Seminar in Ethics and leadership, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4920, Senior Seminar in Management, is a Writing Intensive course in the Liberal Arts Program.

***Nonprofit leadership:***

- BSNS 3300, Introduction to Nonprofit Leadership, 3 credit hours
- BSNS 4300, Planning and Fund Development in Nonprofit Organizations, 3 credit hours

***3 credit hours from:***

- ACCT 3300, Financial Management of Nonprofit Organizations, 3 credit hours
- BSNS 4800, Business Internship, 1-4 credit hours (arranged)

***Nonprofit Leadership proposed course sequence:***

Freshman: BSNS 1050, CPSC 1100, one of the following: MATH 1300 or MATH 1400 or MATH 2010

Sophomore: ACCT 2010, 2020, ECON 2010, 2020, BSNS 2710, 2810, BSNS 2550, Statistics

Junior: BSNS 2510, 3420, 3230, 3000-level concentration courses

Senior: BSNS 4500, 4910, 4010, 4000-level concentration courses

- BSNS 4480, Leadership, is a Speaking Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and leadership, is a Writing Intensive course in the liberal Arts Program.
- BSNS 4920, Senior Seminar in Management, is a Writing Intensive course in the liberal Arts Program.

***Organizational Management:***

- BSNS 3230, Human Resource Management, 3 credit hours
- BSNS 3240, Operations Management, 3 credit hours

***3 credit hours from:***

- BSNS 3120, Global Business, 3 credit hours
- BSNS 4120, International Management, 3 credit hours
- BSNS 4240, Topics in Business and Economics, 3 credit hours
- BSNS 4800, Business Internship, 1-4 credit hours (arranged)

***Organizational Management proposed course sequence:***

Freshman: BSNS 1050, CPSC 1100, one of the following: MATH 1300 or MATH 1400 or MATH 2010

Sophomore: ACCT 2010, 2020, ECON 2010, 2020, BSNS 2550, 2710, 2810, Statistics

Junior: BSNS 2510, 3420, 3230, 3000-level concentration courses

Senior: BSNS 4500, 4910, 4010, 4000-level concentration courses

- BSNS 3120, Global Business, is a Global/Intercultural course in the liberal Arts Program.
- BSNS 4480, Leadership, is a Speaking Intensive course in the liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the liberal Arts Program.
- BSNS 4920, Senior Seminar in Management, is a Writing Intensive course in the liberal Arts Program.

***Project Management:***

- BSNS 3240, Operations Management, 3 credit hours
- BSNS 3510, Supply Chain Management, 3 credit hours
- BSNS 4050, Quality Systems and Control, 3 credit hours

***Project Management concentration proposed course sequence:***

Freshman: BSNS 1050, CPSC 1100, one of the following: MATH 1300 or MATH 1400 or MATH 2010

Sophomore: ACCT 2010, 2020, ECON 2010, 2020, BSNS 2550, 2710, 2810, Statistics

Junior: BSNS 2510, 3420, 3230, 3000-level concentration courses

Senior: BSNS 4500, 4910, 4010, 4000-level concentration courses

- BSNS 4480, Leadership, is a Speaking Intensive course in the liberal Arts Program.
- BSNS 4910, Seminar in Ethics and leadership, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4920, Senior Seminar in Management, is a Writing Intensive course in the liberal Arts Program.

# FSB majors: marketing (56-59 credit hours)

## ***Required Prerequisite — one course from***

- MATH 1300, Finite Mathematics, 3 credit hours
- MATH 1400, Applied Calculus, 4 credit hours
- MATH 2010, Calculus I, 4 credit hours

## ***Business Core Requirements:***

- ACCT 2010, Principles of Accounting I, 3 credit hours
- ACCT 2020, Principles of Accounting II, 3 credit hours
- BSNS 1050, Business as a Profession, 2 credit hours
- BSNS 2510, Business Finance, 3 credit hours
- BSNS 2710, Principles of Management, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 3420, Business Law, 3 credit hours
- BSNS 4500, Strategic Management, 3 credit hours
- BSNS 4910, Seminar in Ethics and Leadership, 1 credit hour
- CPSC 1100, Business Computer Applications, 3 credit hours
- ECON 2010, Principles of Macroeconomics, 3 credit hours
- ECON 2020, Principles of Microeconomics, 3 credit hours

## ***4 credit hours from:***

- BSNS 2450, Business Statistic Analysis, 4 credit hours
  - MATH 2120, Introductory Statistics with Applications, 4 credit hours
  - PSYC 2440, Applied Statistics and Introduction to Research, 4 credit hours
- BSNS 2550 is strongly recommended where it is not required.

## ***Required:***

- BSNS 3220, Consumer Behavior, 3 credit hours
- BSNS 4110, Marketing Research, 3 credit hours
- BSNS 4330, Marketing Management, 3 credit hours
- BSNS 4440, Senior Marketing Seminar, 1 credit hour

## ***Majors must complete one of the following areas of concentrations.***

### ***Event Planning:***

- BSNS 3340, Managing Effective Events, 3 credit hours
- BSNS 3860, Event Management Practicum, 1-2 credit hours (arranged)
- BSNS 4340, Event Strategies and Tactics, 3 credit hours
- COMM 3250, Event Planning and Management, 2 credit hours

### ***Event Planning concentration proposed course sequence:***

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010;  
CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010; ACCT 2020, COMM 3250,  
ECON 2020, Statistics

Junior: BSNS 3220, 3340, 3420; BSNS 2150, 4110, 4340

Senior: BSNS 3800, 4500, 4910; BSNS 4330

- BSNS 4440, Senior Marketing Seminar, is a Writing Intensive course in the liberal Arts Program.
- BSNS 4910, Seminar in Ethics & Leadership, is a Writing Intensive course in the Liberal Arts Program.

***Global Marketing:***

Majors may choose the option below or utilize the 181 program -please see course catalog for details.

- BSNS 3120, Global Business, 3 credit hours
- BSNS 4250, GlobalMarketing, 3 credit hours

***3 credit hours from:***

- BSNS 4120, International Management, 3 credit hours
- INCS 3850, Practicum in Service Experience, 1-4 credit hours (arranged)
- IBI Program

***Global Marketing concentration proposed course sequence:***

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010;CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010;ACCT 2020, ECON 2020, Statistics

Junior: BSNS 3120, 3220, 3420; BSNS 2510, 4110, 4120, 4250

Senior: BSNS 4500, 4910; BSNS 4330, 4440

- BSNS 3120, Global Business, is a Global/Intercultural course in the Liberal Arts Program.
- BSNS 4440, Senior Marketing Seminar, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

***Integrated Branding and Promotions:***

- BSNS 3550, Integrated Branding and Promotions I, 3 credit hours
- BSNS 4550, Integrated Branding and Promotions II, 3 credit hours

***3 credit hours from:***

- BSNS 3210, Buyer/Seller Relations, 3 credit hours
- B5NS 3400, eBusiness/eCommerce, 3 credit hours
- BSNS 4240, Topics in Business and Economics, 3 credit hours
- BSNS 4400, Social Media, 3 credit hours
- BSNS 4800, Business Internship, 1-4 credit hours (arranged)
- COMM 2240, Public Relations Foundations, 3 credit hours
- COMM 3240, Public Relations Campaigns, 3 credit hours

***Integrated Branding & Promotion concentration proposed course sequence:***

Freshman: BSN5 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010;CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010;ACCT 2020, ECON 2020, Statistics

Junior: BSNS 3220, 3420, 3550;BSNS 2510, 4110, 4550

Senior: BSN5 3210, 4500, 4910;4330, 4440

- BSNS 3210, Buyer/Seller Relations, is a Speaking Intensive course in the Liberal Arts Program.
- BSNS 4440, Senior Marketing Seminar, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

***Marketing Strategy and Tactics:***

- BSNS 3210, Buyer/Seller Relations, 3 credit hours
- BSNS 3510, Supply Chain Management, 3 credit hours
- BSNS 3550, Integrated Branding and Promotions I, 3 credit hours

***Marketing Strategy & Tactics concentration proposed course sequence:***

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010;CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010;ACCT 2020, ECON 2020, Statistics

Junior: BSNS 3210, 3220, 3420, 3510;BSNS 2510, 4110

Senior: BSNS 3550, 4500, 4910;BSNS 4330, 4440

- BSNS 3210, Buyer/Seller Relations, is a Speaking Intensive course in the Liberal Arts Program.
- BSNS 4440, Senior Marketing Seminar, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

***Music Business:***

- MUBS 2010/BSNS 2030, Introduction to the Music Business, 3 credit hours

***6 credit hours from:***

- MUBS 2020/BSNS 2040, Introduction to Music Publishing, 3 credit hours
- MUBS 3210/BSNS3250, Recording Techniques I, 2 credit hours
- MUBS 3350/BSNS 3330, Music Marketing, 3 credit hours

***Music Business concentration proposed course sequence:***

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010;CPSC 1100

Sophomore: ACCT 2010, BSNS 2040, 2710, 2810, ECON 2010;ACCT 2020, BSNS 2030, ECON 2020, Statistics

Junior: BSNS 3220, 3330, 3420;BSNS 2510, 4110

Senior: BSNS 4500, 4910; BSNS 4330, 4440

- BSNS 4440, Senior Marketing Seminar, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.
- MUBS 3350/BSNS 3330, Music Marketing, is a Writing Intensive course in the Liberal Arts Program.

***Social Media:***

- BSNS 3400, eBusiness/eCommerce, 3 credit hours
- BSNS 4400, Social Media, 3 credit hours

***3 credit hours from:***

- BSNS 3510, Supply Chain Management, 3 credit hours
- BSNS 3550, Integrated Branding and Promotions II, 3 credit hours
- BSNS 4240, Topics in Business and Economics, 3 credit hours
- BSNS 4310, Business Plan Development, 3 credit hours
- BSNS 4800, Business Internship, 1-4 credit hours (arranged)

***Social Media concentration proposed course sequence:***

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010;CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010;ACCT 2020, ECON 2020, Statistics

Junior: BSNS 3220, 3400, 3420;BSNS 2510;4110, 4400

Senior: BSNS 4500, 4910, BSNS elective;BSNS 4330, 4440

- BSNS 4440, Senior Marketing Seminar, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

# FSB majors: sport marketing (59 credit hours)

## **Required Prerequisite — one course from**

- MATH 1300, Finite Mathematics, 3 credit hours
- MATH 1400, Applied Calculus, 4 credit hours
- MATH 2010, Calculus I, 4 credit hours

## **Business Core Requirements:**

- ACCT 2010, Principles of Accounting I, 3 credit hours
- ACCT 2020, Principles of Accounting II, 3 credit hours
- BSNS 1050, Business as a Profession, 2 credit hours
- BSNS 2510, Business Finance, 3 credit hours
- BSNS 2710, Principles of Management, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 3420, Business Law, 3 credit hours
- BSNS 4500, Strategic Management, 3 credit hours
- BSNS 4910, Seminar in Ethics and Leadership, 1 credit hour
- CPSC 1100, Business Computer Applications, 3 credit hours
- ECON 2010, Principles of Macroeconomics, 3 credit hours
- ECON 2020, Principles of Microeconomics, 3 credit hours

## **4 credit hours from:**

- BSNS 2450, Business Statistic Analysis, 4 credit hours
  - MATH 2120, Introductory Statistics with Applications, 4 credit hours
  - PSYC 2440, Applied Statistics and Introduction to Research, 4 credit hours
- BSNS 2550 is strongly recommended where it is not required.

## **Major Requirements:**

Students are required to take the following courses in marketing:

- BSNS 3220 Consumer Behavior (3 hours)
- BSNS 4110 Marketing Research (3 hours)
- BSNS 4330 Marketing Management (3 hours)
- BSNS 4440 Senior Marketing Seminar (1 hour)

Students are required to take following courses in Sport Marketing:

- BSNS 3130 Sport Marketing (3 hours)
- BSNS 4360 Sport Sponsorship and Sales (3 hours)
- BSNS 4560 The Business of Game Day Experience (3 hours)
- BSNS 4800 Business Internship (3 hours)

## **Sport Marketing proposed course sequence:**

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010;  
CPSC 1100

Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010; ACCT 2020, ECON 2020, Statistics

Junior: BSNS 3130, 3210, 3220, 3420; BSNS 2510, 4110

Senior: BSNS 4500, 4800, 4910; BSNS 4330, 4440

- BSNS 3210, Buyer/Seller Relations, is a Speaking Intensive course in the Liberal Arts Program.
- BSNS 4440, Senior Marketing Seminar, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.



# FSB minors

## **Accounting**

15 hrs. from ACCT caption. Must include 12 “stand-alone” hours in accounting beyond ACCT 2010 and 2020.

## **Entrepreneurship**

For majors in the Falls School of Business, 15 hours from:

- BSNS 3100, 4310
- 9 hours from BSNS 3120, 3210, 3230, 3240, 3400, 3440, 3510, 4110, 4320

For majors outside the Falls School of Business, 18 hours from:

- ACCT 2010; BSNS 2710, 2810, 3100, 4310
- 3 hours from BSNS 3120, 3210, 3230, 3240, 3400, 3440, 3450, 3510, 4110, 4320

## **Finance**

For majors in or outside the Falls School of Business, 18 hours from:

- ACCT 2010; BSNS 2510, 3350, 4150; ECON 3410
- 3 hours from ACCT 3210; BSNS 3150, 3850, 4160, 4240, 4800

## **Global Business**

For majors in or outside the Falls School of Business, 18 hours from:

- BSNS 2720, 2810, 3120, 4120, 4250, and 6 hours from ECON 2010 or INCS 3850

For majors in the Falls School of Business, 15 hours from one of the following options:

**Option 1:** International Business Institute program of 12 hours and 3 from either BSNS 3120 or 4120

**Option 2:** BSNS 3120, 4120, 4250 and 6 hours from ECON 3210; HIST 3210, 3350, 3370, POSC 3300, 3400; INSC 3850

## **Management**

For majors in the Falls School of Business, 15 hours from:

- BSNS and ECON courses listed for the management major (excluding core courses)

For majors outside the Falls School of Business, 17-18 hours from:

- BSNS 2710
- 5-6 hours from additional courses in the business core
- 9 hours from BSNS and ECON courses listed for the management major (excluding core courses)

## **Marketing**

For majors in the Falls School of Business, 15 hours from:

- BSNS 3210, 4110, 4330
- 6 hours from courses listed for the marketing major (at least 3 hours must be from BSNS 3220, 3510, 3550, 4550, 4240, 4250, 4440, 4800)

For majors outside the Falls School of Business, 17-18 hours from:

- BSNS 2810
- 5-6 hours from additional courses in the business core
- 9 hours from BSNS courses in the marketing major

***Entertainment and Music Business***

For majors in the Falls School of Business, 15 hours from:

- BSNS 2030, 2040, 3360, 4110, 4330

For marketing majors, 15 hours from:

- BSNS 2030, 2040, 3360
- Two additional BSNS marketing courses

For majors outside Falls School of Business, 18 hours from:

- BSNS 2810, 2030, 2040, 3360
- Two additional courses from the Business Core, 6 hours from:  
ACCT 2010, 2020  
BSNS 1050, 2710, 3420  
ECON 2010, 2020

***Nonprofit Leadership***

For majors in the Falls School of Business, 15 hours from:

- BSNS 3300, 4300
- 9 hours from BSNS 4800, ACCT 3300, SOWK 2000, SOCI 2020, RLGN 2220

For majors outside the Falls School of Business, 18 hours from:

- BSNS 2710, 2810, 3300, 4300, 4800; ACCT 2010

***Social Media***

For majors in the Falls School of Business, 15 hours from:

- BSNS 3400, 4310, 4400
- 6 hours from BSNS 3240, 3510, 3850, 4800

For majors outside the Falls School of Business, 18 hours from:

- ACCT 2010; BSNS 2710, 2810, 3400, 4310, 4400

Event Planning Minor is offered out of the Communication Department and includes courses out of the Falls School of Business.

# FBS travel opportunities

## ***The Center for Global Studies Travel Opportunities***

The Center for Global Studies at Falls School of Business offers a program in which students can travel to great destinations (Chicago, New York, Los Angeles; Paris, France; Bern, Switzerland; London, England; Beijing and Shanghai, China; Warsaw, Poland; Prague, Czech Republic; Munich, Germany) for both a cultural and educational experience. Besides the chance to visit some of the great cities and countries of the world, our students may also enroll in for-credit classes taken mostly during the time of these trips.

Hosting a major in Global Studies, with an international educational experience requirement, we feel we should offer the opportunity for our students to meet that requirement within the Falls School of Business. Trips are planned for spring break. Dr. Jerry Fox, the program's director, may be contacted at [jmfox@anderson.edu](mailto:jmfox@anderson.edu).

## ***International Business Institute (IBI) Program***

The International Business Institute (IBI) Program is a 10-week, 12-credit-hour summer academic program that allows business students to incorporate a distinctive international experience into their field of study. The IBI program facilitates personal interaction with business leaders from top multinational corporations. Visits with industry leaders and top policy-makers have included Daimler Benz, Nestlé, the Bank of England, and the British Parliament. Travel has included visits to England, Russia, Western and Eastern Europe, and Scandinavia. Acceptance into the program is on a competitive basis. Students should apply early in the fall semester of their junior year. The program is normally completed the summer between the student's junior and senior years. For additional information, visit [www.ibi-program.org](http://www.ibi-program.org) or contact Dr. Fox ([jmfox@anderson.edu](mailto:jmfox@anderson.edu)) or Dr. Bruce ([mlbruce@anderson.edu](mailto:mlbruce@anderson.edu)).

The IBI Program may be taken to satisfy some requirements for the global business major, the global business minor, the global business concentration in the management major, or the global marketing concentration in the marketing major.

The IBI Program courses are: ECON 3250; and BSNS 4170, 4250, and 4450.

# what you should know to succeed

Check this out. It is important to know what is expected of you as a student. You also should know what to expect from the faculty. Take this seriously. It is a partnership that requires both parties to live up to expectations.

## ***Faculty Expectations of Students:***

Students come to Anderson University knowing that this is a distinctive institution of higher education. As students of the Falls School of Business enter the classroom and interact with students and peers, they know that there are certain expectations that come with participation in this community:

1. Students are expected to be prepared academically. This means that faculty expect students to come to class with assignments completed and in a frame of mind that is open to learning.
2. Students are expected to be on time for class and other appointments.
3. There is an expectation that students will conduct themselves in a way that is consistent with the Christian values of Anderson University.
4. All forms of academic cheating are not tolerated.
5. Exams are to be taken at the designated time. Any exceptions are at the discretion of the faculty member.
6. Students are expected to be present to take exams during the designated time period during finals week.
7. Come prepared for advising sessions by having a tentative schedule prepared to share with your advisor. Students need to take ownership in the process of assuring that degree requirements are fulfilled. Resources such as the *Undergraduate Catalog*, the *Student Handbook* and advisors are available to assist.
8. Students preparing for graduation are required to take the ETS Exam as part of the exit requirements. This exam is an important part of the outcomes assessment plan that leads to accreditation. In other words, it is important that you develop a proficiency in business and then demonstrate it as part of the ETS Exam.

## ***Faculty Commitments to Students:***

Anderson University Falls School of Business faculty members have made the following commitments to the students:

1. To provide a high-quality business education which contributes to the student's current and future effectiveness in the employment market.
2. To teach. Our first priority is to the student and to quality instruction.
3. To appropriate professional development that enhances teaching and enlarges the networks for students.
4. To be accessible to our students. We want our students to succeed. The standards for performance will be high, but we will strive to create a caring, supportive environment for study.
5. To be current in our fields. Our students should be versed in the latest trends and tools in the business disciplines.
6. To fulfill the Christian purpose of Anderson University by modeling a Christ-like attitude and lifestyle and by displaying the highest of ethical standards and a commitment to excellence.
7. To creating an environment where students have an opportunity to serve others.

# extracurricular opportunities available at AU

*Your education is much more than going to class and taking tests. You need to get involved. The Falls School of Business gives you a lot of opportunities. Here are some that you might consider.*

## Delta Mu Delta

The Falls School of Business sponsors the Gamma Zeta Chapter of Delta Mu Delta. Delta Mu Delta is an international society established to recognize and reward superior scholastic achievement. This honor is available to business majors who meet the following guidelines:

1. 62 credit hours toward degree
2. Cumulative GPA of 3.2 or above
3. Cumulative GPA must be in the top 20% of the student's college class

Membership eligibility will be determined after fall semester grades are released, and induction into the local chapter will occur at the spring banquet in April. Dr. Doyle Lucas is the faculty sponsor.

## Enactus

Enactus is an international student organization that works to provide college students the best opportunity to develop leadership, teamwork, and project-planning skills. The organization's goal is to have students take those skills and the knowledge they gain about free enterprise and use it to better their community.

Under the supervision of Dr. Greg Kaufinger, students in the Anderson University chapter participate in a variety of projects throughout the year, including regional and national competitions where a presentation of the organization's projects is given. AU's team has repeatedly placed in the regional competition and moved on to the national event. Other projects and programs are aimed to meet the needs of the campus, area schools, and the local community.

Why should you get involved in Enactus? It offers opportunities to get leadership experience, team-building skills, and project-planning techniques that other students don't have. Enactus also provides the opportunity to network with potential employers. Fortune 500 companies sponsor the organization and its events. Sponsors contribute money each year in order to have the first chance at recruiting people who have been in Enactus.

## Flagship Enterprise Center

Anderson University owns the second largest business incubator in the state of Indiana. Located in the Flagship Enterprise Center on I69 at exit 222, the incubator is home of start-up firms. These firms may become internship and employment opportunities for Falls School of Business students. It is also home of a leading MicroLoan program that can provide

business start-up funding for local people, including students at Anderson University.

## Global/Domestic Trips

Each year the Falls School of Business sponsors TRI-S trips with an emphasis in business. Recent trips have been to New York, Chicago, various locations in Europe and Central/South America. In 2014, the Falls School of Business will be going to Indianapolis for the inaugural IndyMix. Other trips planned for 2014-2015 include Los Angeles, Grand Cayman and Haiti.

## Indorsed Career Ready

All Anderson University students need to connect with the Career Development Center and become Indorsed Career Ready. This sequence of professional development experiences sets you apart from your competition in the job market. This program is part of IDEA-U. You should complete your professional development experiences, documented them in the Career Link Website and earn your certificate as Indorsed Career Ready.

## TAPP (Tumaini AIDS Prevention Program)

The Falls School of Business is partnering with the Tumaini AIDS Prevention Program (TAPP) to offer students opportunities to explore social entrepreneurship and international business. TAPP USA is a support branch to TAPP Uganda through selling hand-crafted TAPP products, supporting economic empowerment, and creating space for relationships to transform through stories and cross-cultural friendship. TAPP USA provides holistic ministry and care to 40 districts of Uganda and other African countries affected by HIV and AIDS by supporting women in Uganda who create beads from recycled magazines, despite the gravity of the disease in their lives. The jewelry items are imported from Africa and sold in markets in the United States, and the revenue is used to enhance the sustainability of families/communities and provides for a hands-on learning experience for students. Learn how to become involved with TAPP by contacting Dr. Becky Haskett at [bahaskett@anderson.edu](mailto:bahaskett@anderson.edu).

## VITA (Volunteer Income Tax Assistance)

Every year, hundreds of local residents come to Anderson University for tax assistance. Students in the Falls School of Business provide this community service. It is a wonderful way to learn and to serve. This program operates during second semester up to the tax deadline of April 15.

## ***Honors and Awards***

Each Spring, the FSB faculty select graduating seniors for the following awards. Awards are announced at the annual Falls School of Business Banquet in April. A lovely sit-down dinner is held where, in addition to an awards presentation, the club officers express their gratitude toward the faculty in the form of a faculty "roast."

### Larry & Dorothy Morrison Thomas Wall Street Journal Award

The top award given to a Falls School of Business student is the Larry & Dorothy Morrison Thomas Wall Street Journal Award. Faculty select on the basis of academic, co-curricular, and extra-curricular record while at Anderson University.

### Student awards in each major

Students from each of the majors (accounting, economics, entrepreneurship, finance, global business, management, marketing) are identified for the award. The faculty as a whole select the award winners with special direction by the faculty members in the discipline. Attention is given to the students' academic, service, and leadership record.

### Indiana CPA Award

This award is given to a top student majoring in accounting, with consideration of academic performance, extra-curricular activities and career goals.

### Financial Executives Institute Award

Awards given by the Indianapolis Chapter of FEI to top junior and/or senior accounting and finance majors (four awards in all). Recipients are selected in February by accounting and finance faculty with consideration of GPA, activities, and career goals.

### Departmental honors

Departmental honors are earned by the top 10 percent of the graduating class in business with the highest cumulative grade point average (both in the department and in the institution).

## ***Advisory Boards:***

### Management Advisory Board

The Management Advisory Board (MAB) was formed to provide advice and input to management faculty on the continuing redesign and update of the management major and related concentrations. This board of active management professionals helps to ensure program relevance with current management education best practices and ensure the Falls School of Business program remains reflective of the needs of the profession and employment community. We view this advisory committee as vital to the creation of cutting edge applied and experiential opportunities for our students. It is our expectation that the committee will meet two, or possibly three, times per year for half-day meetings.

Consisting of 12 to 14 members, MAB represents a wide range of management positions and organizations. The MAB serves as a contact point for students seeking internships and full-time jobs. They also provide mentoring relationships with students.

### Marketing Advisory Board

The Marketing Advisory Board (MAB) was formed to provide feedback to both faculty and students about what is going on in the "real world" and to help ensure that what we are doing is relevant to the employment world from which they come. There are 13-15 members representing a wide range of marketing jobs and organizations. The MAB also serves as a contact point for students seeking internships and full-time jobs. The MAB serves to "certify" the marketing program through a comprehensive evaluation of the program according to standards set by these executives. The program is reviewed every two years by the board and a letter of certification is provided as evidence of the strength of the program.



# departmental scholarships

## ***Charles and Hazel Dickmann Scholarship***

A generous endowment given by local attorney Charles and Hazel Dickmann of Anderson, this scholarship is for business students from Madison County who have demonstrated financial need. The awards will be between \$1,000 and \$5,000. This is a relatively small pool of students compared to many scholarship programs that you may have applied for, which increases your chances of receiving the award. This is a great opportunity for students in one of the majors in the Falls School of Business.

## ***Terry and Kimmi McCardwell Endowed Scholarship Fund***

Terry and Kimmi McCardwell are graduates of the Anderson University Falls School of Business and the Indiana University MBA Program and have passed the certified public accountant designation. Terry is the owner of GDI Construction Corporation and has been involved in several building projects on the AU campus, including Fair Commons, York Residences for School of Theology students and the Flagship Education Center. Kimmi served some 20 years as business manager for Sandi Patty and now works with McCardwell, Inc., a real estate investment/development company. The McCardwell family's belief in Anderson University and its mission has led them to establish this scholarship fund as a way of helping students attend Anderson University.

## ***Myers Autoworld Women of Achievement Award***

Myers Autoworld will provide a substantial cash award to one female student at the Falls School of Business each academic year. The purpose of the Myers Autoworld Women of Achievement Award is to encourage women to pursue the highest levels of leadership and character in careers in business by recognizing and rewarding the academic and service accomplishments of women enrolled in the Falls School of Business at Anderson University who are graduates of Madison County high schools.

All full-time female undergraduate students enrolled in any major offered through the Falls School of Business who have attained at least junior status and who graduated from a high school in Madison County, Indiana, will be eligible to be considered for the award.

To be eligible to receive the award, a student shall submit an essay that sets out the student's philosophy of the importance to society of leadership and character in the business world.

## ***Robert and Beverly Lohman Scholarship***

Bob Lohman was raised in a Christian home and attended Park Heights Church of God in Indianapolis. He graduated with a business degree from AU in 1959, where he also lettered in football and basketball. Bob worked at IBM for nearly 36 years, the last several years serving as Program Executive for Sports and Image Events for the Personal Systems Line of Business. After retiring, Bob became President/CEO of a start-up company in Delray Beach, Florida. After leading the company to stability and profitability, he sold it in 2005. Bev Lohman was raised in the Salem Church of God in Dayton, Ohio, and attended AU, where she met Bob. She also worked at IBM for several years, but left soon after the birth of their first child to become a full-time mother and homemaker, a role she cherished. Bev has done a spectacular job of raising the couple's four children. Bob and Bev also have 12 grandchildren.

Awards from the Lohman Scholarship fund are to provide assistance to students pursuing a primary major in business; who have attained a class standing of sophomore, junior or senior; and who have a cumulative GPA of at least 2.5 on a 4.0 scale.

## ***The Eisenhower Scholarship***

The Eisenhower Memorial Scholarship Foundation was first established in the late 1960s by several leading Indiana businessmen and businesswomen. After the organization disbanded, funds were redistributed to several worthy institutions, including Anderson University. Currently, the scholarship will be given to one student annually with an award of approximately \$2,250.

To be eligible for the scholarship, students should be a U.S. citizen who will be a junior or senior at Anderson University during the year of the award with a major in political science or business, or be a member of the Center for Public Service (CPS). Minimum required GPA is 3.25 on a 4.0 scale. Other criteria are set out in the scholarship application materials.

# career development

## ***Internships:***

Dr. Jerry Fox leads the internship program. Its objectives are to help students:

- take classroom theory into the practical environment,
- learn from actual practice what it takes to be successful in the business world,
- prepare students for the job market by giving them valuable business experience, and
- motivate students to do better in the classroom as they see how their learning and skills are valued by business leaders.

## Place in the curriculum

Presently, students do NOT have to complete an internship to graduate with a degree in business. However, a majority of top students do at least one, and many of our best students are doing two. Typically, internships are done during the junior and senior years, although we don't discourage freshmen or sophomores from having this experience.

Internships are usually done on a part-time basis (10-20 hours a week, typically) during the school year and often are full time during summers. They may be done for academic credit with the hours of credit varying between one and six, depending upon the amount of time the student works, or on a non-credit basis, strictly to get experience. If completed for credit, the student must keep a log of activities, write a short summary of the experience, and get an evaluation from the supervisor.

## Types of internships

Most internships are paid positions with the pay scale being anywhere from minimum wage up to \$12 per hour. Some are with for-profits, while others are with non-profits (often not paid). Some are with very large firms, while others are with very small organizations. Dr. Fox tries to get each student to define what he/she wants from the experience and what his/her career goals might be. Then he works with the student to find a spot that will provide what the student desires.

The reputation of our students is spreading to the point where the biggest problem with our program is that Dr. Fox is getting unsolicited requests from employers for interns or part-time workers and we do not have enough available. Recent intern employers have included: Capin Crouse CPAs, Christian Youth Theater of Carmel, Delta Faucet, Edward Jones, Federal Home Loan Bank of Indianapolis, Flagship Enterprise Center, Gaither Studios, John Wiley and Sons, Junior Achievement of Madison County, Marquis Property Improvement, Merrill Lynch, Minnetrista Cultural Center, Paramount Theatre Foundation, Pro World Ghana (International), Prudential Securities, St. John's Health Systems (Anderson), St. Vincent Hospital of Indianapolis, SePro Corporation, Simon Associates (Castleton Square Mall, Indianapolis; Mounds Mall, Anderson), Strategic Technical Solutions LLC, TAPP (Tumaini Aids Prevention Program), UPS, Walker Information, Warner Press, and Weeks Networks (Flagship).

## ***Practicum in Business (BSNS 3850)***

Students are encouraged to be active in experiences that allow for the application of theory in a practical setting. They are also encouraged to explore how content in the disciplines can be used to serve others. The Practicum in Business gives these opportunities. Students may sign up for one to two hours of credit per semester, with a maximum of four hours for the student's academic career. Credit may be earned for taking a leadership role in executing a project for Enactus or the Volunteer Income Tax Assistance program, or assisting an instructor in his/her research. Students may also propose a project for the practicum. Grades are "credit" or "no credit." Proposals are to be submitted to the supervising faculty member at the beginning of the semester. Students must complete the tasks agreed upon as part of the proposal and must document 40 hours of work for every hour of academic credit.

### ***Professional Portfolios***

All students are encouraged (and marketing majors are required) to prepare a professional portfolio documenting experiences, academic, co-curricular, and other activities that have led to the professional development of the student while in college. A portfolio becomes a valuable tool to demonstrate to prospective employers the quality work that has been completed and the experiences that contributed to the student's employability. Students can use the portfolio as a creative tool to share academic, leadership, work, and service experiences while at Anderson University.

The Portfolio can include:

- Research papers
- Class projects
- Write-ups of leadership in Enactus, Delta Mu Delta, or other student organizations
- Letters of recommendations
- Write-up of TRI-S experiences
- Write-up of lessons learned from part-time jobs
- Summary of lessons from internship experiences
- Personal and professional strategic plan
- Summary of professional development experiences and networking efforts
- Anything that can help sell you to prospective employers!

### ***INdorsed Career Ready***

We want all of our students to be ready for the job market. Therefore, we are pleased to offer the RavenReady Professional Development Program to all undergraduate students in the Falls School of Business. This experience enhances the students' preparation for a dynamic and competitive marketplace. It is voluntary, but there is a reward. Students who complete the program will earn a Professional Development Certificate and will be designated as an INdorsed Career-Ready graduate by the Career Development Professionals of Indiana. It is hoped, with time, that this distinction will become valuable as employers recognize and reward professional development preparation.

Sign-up at [www.anderson.edu/ravencareerlink](http://www.anderson.edu/ravencareerlink).

### ***Placement***

The Career Development Center provides many ways to assist students in their pursuit of a fulfilling career. They prepare individuals to look for a job in a competitive and rapidly changing job market. Workshops, career counseling, and values and skills assessments are available to students along with on-campus recruitment and job fair opportunities both on and off campus. The Career Development Center office is located in Decker 213. Call (765) 641-4196 or email [career@anderson.edu](mailto:career@anderson.edu).

Visit the Career Development Center website at [www.anderson.edu/career](http://www.anderson.edu/career).

# graduate opportunities

***Did you know the Falls School of Business has masters programs and a doctoral program?***

## ***Professional Master of Business Administration***

A nationally accredited Master of Business Administration degree is offered at Anderson University. The program is designed as “the MBA for working professional” and is offered in Anderson and also at seven Indianapolis sites. Students generally have at least two years of professional experience beyond a bachelor’s degree and are employed full time while earning their MBA in approximately two years. Classes are offered in the evenings at the following locations: Anderson (Anderson University Flagship Center), Carmel (St. Vincent Carmel Hospital), Center Grove (Stones Crossing Health Pavilion), Fishers (FORUM Credit Union Headquarters), Indy Northwest (St. Vincent Hospital), Lawrence (MSD of Lawrence Township), Noblesville (City Building/Town Hall), Speedway (Community Westview Health Pavilion). Approximately 275 students are taking classes in the MBA program. Dr. Jeff Buck is the program director.

## ***Residential Master of Business Administration***

The Residential MBA program at Anderson University is an innovative program designed for individuals who desire graduate-level studies immediately following completion of their undergraduate program. This academically rigorous program is designed with a whole-person perspective and provides individuals a high-quality business education that is based on a Christian worldview.

Students in this program are mentored by faculty who are committed to being models of “salt and light” in professional and personal affairs. The program is experiential in nature and employs an intense living-learning approach where program fellows reside in a facility containing dedicated classroom space and a technology-driven, small-business incubator.

The entire program can be completed in 11 months and requires a full-time commitment.

## ***Doctorate of Business Administration***

Anderson University offers a doctoral program specifically designed for professionals who are teaching or who aspire to teach business in a Christian college or university. The program began in the fall of 2001. A selective group of approximately 10-14 people per year are invited to participate in the program. Coursework can be completed in three years, with comprehensive exams and dissertation to follow. This program is seen as an extension of the mission and ministry of Anderson University to serve Christian business education across the country, and, potentially, around the world. Graduates and current students are from more than 30 states and two Canadian provinces and represent more than 100 universities nationwide. Dr. Doyle Lucas is the director of the DBA program.

# jumping in

## ***Raven Investment Fund***

If you were a university, would you give a portion of your endowment to a group of college students for them to manage? Anderson University did just that! Students in the investment concentration in the finance major, along with the Dean, run the Raven Investment Fund.

Imagine being a student who is responsible to manage a real account. Your team will be making trades that impact the endowment of the university. Pretty cool! Students enrolled in BSNS 4150 (Investments), BSNS 4160 (Portfolio Management), and BSNS 6550 (Accounting and Financial Management in the International Economy) manage real dollar investments and earn academic credit. The Raven Investment Fund currently manages a total of \$1.5 million of invested capital.

The primary goal of the Raven Investment Fund is capital appreciation. The fund seeks to outperform the S&P 500 on a risk adjusted basis. Students have won national awards for their work and the fund has performed well in comparison to general market trends.

## ***STAR Trading Room***

As a result of a generous gift from Star Financial Bank, the Falls School of Business is home to the STAR Trading Room. This classroom is a learning laboratory that is connected to the financial world. With a Smart Board, touch screens, ticker tape updates from Wall Street and dual-monitor workstations, this classroom brings together the latest technology and hands-on business education. Students managing the RavenFund have direct access to the financial world and can learn by doing as they manage a portion of the Anderson University endowment. The classroom is available to courses throughout the curriculum so that students can learn in a cutting-edge classroom environment.

## ***TAPP USA***

The Falls School of Business is partnering with the Tumaini AIDS Prevention Program (TAPP) to offer students opportunities to explore social entrepreneurship and international business. TAPP USA is a support branch to TAPP Uganda through selling hand-crafted TAPP products, supporting economic empowerment, and creating space for relationships to transform through stories and cross-cultural friendship.

TAPP USA provides holistic ministry and care to 40 districts of Uganda and other African countries affected by HIV and AIDS by supporting women in Uganda who create beads from recycled magazines, despite the gravity of the disease in their lives. The jewelry items are imported from Africa and sold in markets in the United States, and the revenue is used to enhance the sustainability of families/communities and provides for a hands-on learning experience for students.

Learn how to become involved with TAPP by contacting Dr. Becky Haskett at [bahaskett@anderson.edu](mailto:bahaskett@anderson.edu).

# course listing key

<i>Number</i>	<i>Name</i>	<i>Number</i>	<i>Name</i>
ACCT 3220	FORENSIC ACCOUNTING AND FRAUD EXAM I	BSNS 4110	MARKETING RESEARCH
ACCT 3440	FORENSIC ACCOUNTING AND FRAUD EXAM II	BSNS 4120	INTERNATIONAL MANAGEMENT
ACCT 4020	FEDERAL INCOME TAX	BSNS 4150	INVESTMENTS
BSNS 2030	INTRO TO MUSIC BUSINESS	BSNS 4160	PORTFOLIO MANAGEMENT
BSNS 2040	INTRO TO MUSIC PUBLISHING	BSNS 4170	INTERNATIONAL TRADE AND FINANCE
BSNS 2070	SONGWRITING	BSNS 4250	GLOBAL MARKETING
BSNS 2450	BUSINESS STATISTICAL ANALYSIS	BSNS 4300	NFP PLANNING
BSNS 3100	ENTREPRENEURSHIP I	BSNS 4310	BUSINESS PLAN DEVELOPMENT
BSNS 3120	GLOBAL BUSINESS	BSNS 4320	FUND NEW VENTURES
BSNS 3130	SPORT MARKETING	BSNS 4240	TOPICS IN BUSINESS AND ECONOMICS
BSNS 3140	ARTIST DEVELOPMENT	BSNS 4250	GLOBAL MARKETING
BSNS 3150	FINANCIAL PLANNING	BSNS 4330	MARKETING MANAGEMENT
BSNS 3200	BUSINESS FINANCE	BSNS 4340	EVENT STRATEGIES AND TACTICS
BSNS 3210	BUYER/SELLER RELATIONS	BSNS 4400	SOCIAL MEDIA
BSNS 3220	CONSUMER BEHAVIOR	BSNS 4440	SENIOR MARKETING SEMINAR
BSNS 3230	HUMAN RESOURCE MANAGEMENT	BSNS 4450	GLOBAL BUSINESS STRATEGY
BSNS 3240	OPERATIONS MANAGEMENT	BSNS 4500	STRATEGIC MANAGEMENT
BSNS 3250	RECORDING TECHNIQUES	BSNS 4550	INTEGRATED BRANDING AND PROMOTION II
BSNS 3260	RECORDING TECHNIQUES II	BSNS 4800	BUSINESS INTERNSHIP
BSNS 3300	INTO TO NONPROFIT LEADERSHIP	BSNS 4810	MUSIC BUSINESS INTERNSHIP
BSNS 3320	LEGAL ASPECTS OF THE MUSIC INDUSTRY	BSNS 4900	RECORD LABEL SEMINAR
BSNS 3330	MUSIC MARKETING	BSNS 4910	SEMINAR IN ETHICS AND LEADERSHIP
BSNS 3340	MANAGING EFFECTIVE EVENTS	COMM 3250	EVENT PLANNING AND MANAGEMENT
BSNS 3350	INTERMEDIATE FINANCE	CPSC 1100	BUSINESS COMPUTER APPLICATIONS
BSNS 3360	BEYONT TALENT: ENTREPRENEURSHIP	ECON 2010	PRINCIPLES OF MACROECONOMICS
BSNS 3370	RECORD PRODUCTION	ECON 2020	PRINCIPLES OF MICROECONOMICS
BSNS 3380	BOOKING AND PROMOTION	ECON 3020	INTRO TO MICROECONOMICS
BSNS 3400	EBUSINESS/ECOMMERCE	ECON 3110	PUBLIC FINANC
BSNS 3420	BUSINESS LAW	ECON 3210	INTERNATIONAL ECONOMICS
BSNS 3440	LAW FOR ENTREPRENEURS	ECON 3410	MONEY AND BANKING
BSNS 3450	SOCIAL ENTREPRENEURSHIP	ECON 3850	PRACTICUM IN ECONOMICS
BSNS 3510	SUPPLY CHAIN MANAGEMENT	ECON 4020	TOPICS
BSNS 3550	INTEGRATED BRANDING AND PROMOTION I	INED 3500	PRACTICUM IN SERVICE EXPERIENCES
BSNS 3600	TOPICS IN BUSINESS ADMINISTRATION	MATH 1300	FINITE MATH
BSNS 3850	PRACTICUM IN BUSINESS	MATH 1400	APPLIED CALCULUS
BSNS 4010	ORGANIZATIONAL BEHAVIOR	MATH 2010	CALCULUS I



# Falls School of Business Certificate in Professional Development

## Suggested Four-Year Sequence for Certification

### ***Freshman Year***

1. Register on Raven CareerLink at [www.anderson.edu/ravencareerlink](http://www.anderson.edu/ravencareerlink).
2. Register on AU Career Success Center site to access career planning resources.
3. Complete your career *Quick Profile* online on Career Success Center site.
4. Attend an appointment with a career advisor in the Career Development Center (CDC) to review your *Quick Profile* results.
5. Complete a resume.
6. Document annual contact with a career advisor in the CDC as part of your career planning process
7. Have your resume critiqued at the CDC.

### ***Sophomore Year***

1. Document one job shadow/informational interview experience with a professional in a career in your major.
2. Document at least one mock interview with a professional in your field of study that includes discussion/feedback and an evaluation from the professional.
3. Have your resume critiqued at the CDC.
4. Join LinkedIn and begin to build an online professional network.

### ***Junior Year***

1. Document participation and contribution in at least one, on-campus organization.
2. Document completion of a service project that culminates in a written report. This can be accomplished through a course or as an extra-curricular activity.
3. Have your resume critiqued at the CDC.
4. Attend a career fair.

### ***Senior Year***

1. Develop your 30-second "elevator pitch" of their "storyline" to use as you build your professional network.
2. Document completion of at least one internship in a position related to your major.
3. Document completion of a job search process workshop offered through the CDC.
4. Document completion of a professionalism workshop offered through the CDC.
5. Have your resume critiqued.
6. Attend a career fair.