

**Requirements for the Business Administration Major:**

1. Complete the following 27 credits in business: 205, 212, 215 (or Mathematics 356), 226, 242, 251, 302 (or Accounting 411 for accounting majors), 341, 497.
2. Complete the following cognates:
  - a. Accounting 103, 104
  - b. Economics 203, 204
  - c. Mathematics 115 or 235
3. Complete one emphasis chosen from the following:
  - a. **Finance** – Business/Economics 307, 394, 428 (or 445), 460; and the cognate Accounting 231.
  - b. **Human Resource Management** – Business 312, 315, 410, 418  
*NOTE: Only two common courses may be used for a double emphasis in Management and Human Resource Management within the Business Administration major.*
  - c. **International Business** – Business 346, 357, 496 and three credits from the following: Business 428, Economics 306, Economics 347; and the cognates Speech Communication 321 and one foreign language through the intermediate level. *NOTE: International students studying full-time at Doane College are considered to have met the language requirements at matriculation.*
  - d. **Management** – Business 315, 496 and six credits from the following: Business 312, 339, 342, 346, 410, 454. *NOTE: Only two common courses may be used for a double emphasis in Management and Human Resource Management within the Business Administration major.*
  - e. **Marketing** – Business 452, 456, and six credits from the following: Business 301, 324, 357.
4. The senior capstone course, Business 497 (Business and Professional Ethics), plus six business credits at the 300/400 level, must be completed in residence through the Division of Business and Economics.

**Requirements for the Business Administration Minor:**

1. Complete Business 226, 251, and 212 (or 242).
2. Complete six credits from any 300 or 400 level business course except 317, 319, 321, 325, 421, and 497.
3. Complete the following cognates:
  - a. Accounting 103, 104.
  - b. Economics 203.

**Business Principles (for Secondary Education Students)**

The Business Principles major meets the specific requirements of secondary business teaching careers. Only students interested in teaching business at the secondary level should seek to complete this major. The course of study listed below is not considered preparation for graduate study in business.

**Requirements for the Business Principles Major:**

1. Complete the following 23 credits in business: 205, 212, 215, 226, 242, 251, 302, 317, 319, 321, 325, and 341.
2. Complete the following cognate courses:
  - a. Accounting 103, 104.
  - b. Economics 203, 204.
  - c. Mathematics 115 or 235.
3. Complete one additional teaching major.
4. Complete the typing tutorial at the advanced level.
5. Complete all requirements listed under the catalog section Secondary Education.

**Economics**

The Economics major prepares students for a variety of careers in business and government. Economics provides a logical, ordered way of looking at various problems and issues. It draws upon history, philosophy and mathematics to help students examine the choices that individuals and groups make concerning the allocation of their scarce resources to meet their varied and limitless wants. The study of economics at Doane is designed from a liberal arts perspective and emphasizes international economics and financial markets. Economics courses are taken by most students of the college as part of the general education requirements (Doane Plan). Pursuit of the major is appropriate for those interested in graduate work in business, law, and economics. The program complements many other areas of study.

**Requirements for the Economics Major:**

1. Complete the following 30 credits in economics: 203, 204, 303, 304, 419, 495 and four additional courses at the 300-400 level, excluding Economics 421.
2. Complete the following cognates: Business 215 (or Mathematics 356), Mathematics 115 or 235. (Mathematics 235 is strongly recommended for students considering graduate study in economics.)

**Requirements for the Economics Minor:**

1. Complete 18 credits of economics, including 203, 204, 303 (or 304), excluding Economics 421.
2. Complete the following cognates: Business 215 (or Mathematics 356), Mathematics 115 or 235. (Mathematics 235 is strongly recommended for students considering graduate study in economics.)

## **Business (BUS)**

### **205 Business Writing (3)**

An examination of effective written communication in organizational contexts through realistic applications relevant to the current business environment. Upon successful completion of the course, students will be able to: 1) use technically correct, clear English in the preparation of business documents, including letters, memoranda, and reports; 2) analyze and synthesize information to write a focused, effectively organized report for a designated audience; and 3) document research sources appropriately.

### **212 Human Resource Management (3)**

An introduction to the organization of human resources in business organizations. This course presents human resource issues in a manner relevant to all students and emphasizes practical applications for managers and supervisors in various organizations. Topics include human resource environments, securing human resources, rewarding and developing human resources, and evaluating the human resource function. *Prerequisite: Sophomore standing or above.*

### **215 Applied Statistics for Business (3)**

An introductory course in statistical procedures with applications to business. Topics include descriptive statistics, the binomial and normal distributions, sampling, hypothesis testing, estimation, correlations, contingency tables, one-way analysis of variance and linear regression. *Prerequisite: Sophomore standing or above.*

### **226 Finance (3)**

A survey of financial concepts and analytical tools used by domestic and international businesses. This course includes financial mathematics, financial and operational planning and management, and long-term investment analysis, including cost of capital and capital budgeting. When appropriate, spreadsheet applications are integrated into this course. *Prerequisite: Sophomore standing or above, Accounting 103, and Economics 203. Strongly recommended: Accounting 104 and Business 215.*

### **242 Management (3)**

An introduction to the internal organization, structure and executive functions in the business enterprise and other goal-directed institutions. *Prerequisite: Sophomore standing or above.*

### **251 Marketing (3)**

An introduction to the adjustment of the firm to its market environment with emphasis on competitive strategy. Also covers international aspects of marketing. *Prerequisite: Sophomore standing or above.*

### **271, 371, 471 Selected Topics (1-3) (1-3) (1-3)**

An investigation of topics not offered in other courses, selected on the basis of student interest and available instruction.

**290, 390, 490 Directed Study (1-3) (1-3) (1-3)**

An opportunity for supervised, independent study of a particular topic based on the interest of the student and the availability and approval of the faculty.

**301 Consumer Behavior (3)**

An emphasis on the application of behavioral science theories, concepts, methods, and research findings to the understanding and prediction of consumer behavior as the basis of decision-making by marketing managers. *Prerequisite: Business 251. (Psychology 117 is recommended.) Offered alternate fall terms.*

**302 Managing Information Systems (3)**

This course addresses the management of some of the information systems that exist in today's business environment. The focus is on the use of strategic information systems related to the functional areas of management, marketing, and human resources. This is a case-based course allowing students to apply the concepts involved in managing corporate information systems to simulated business situations. Students successfully completing this course will be able to identify the various types of information systems that are available, describe the potential uses of each type, and incorporate the information derived from the strategic systems into the decision-making processes that are required for successful business operation. *Prerequisite: Business 212, 242, 251, and junior or senior standing; or permission.*

**307 Money and Banking (3)**

The history, purpose and functions of the Federal Reserve System with emphasis on monetary policy tools/techniques and determinants of the demand for money. Also covered are the history, regulations and management of different types of financial institutions. *Prerequisite: Economics 203 or 204. (Cross-referenced with Economics 307.)*

**312 Advanced Human Resource Management (3)**

An advanced examination of human resource issues. The course provides opportunities for students to participate in analysis and case applications involving topics such as job analysis and design, performance evaluation (including instrument design), labor-management relations, and employee safety. *Prerequisite: Business 212.*

**315 Organizational Behavior (3)**

A study of the latest research and theory in organizational behavior and its practical application to the management of organizations. Topics include employee performance and satisfaction, leadership, and organizational development. *Prerequisite: Business 242.*

**317 The Teaching of Business Principles I (0)**

This course begins the transition from student of business principles to teacher of business principles. Major emphasis is on innovative methods for facilitating learning in business principles in the public and private schools and the methods and procedures for evaluating student learning. **Generally taken during the sophomore year. Offered spring term.**

**319 The Teaching of Business Principles II (0)**

Examines topics in the teaching and evaluation of middle school business principles curriculum. **Generally taken during the junior year. Prerequisite: Business 317 or permission. Offered fall term.**

**321 The Teaching of Business Principles III (0)**

Examines topics in the teaching and evaluation of business principles in the high school curriculum. **Generally taken during the junior year. Prerequisite: Business 319 or permission. Offered spring term.**

**324 Promotions Management (3)**

A study of all aspects of marketing communication. Both personal and impersonal efforts are considered, ranging from sales to advertising. A managerial approach is taken with the emphasis on strategic decision-making applied to marketing communication. Integration of sales promotions programs and public relations is also covered. **Prerequisite: Business 251. Offered alternate fall terms.**

**325 The Teaching of Business Principles IV (2)**

A study and experience in the methods and materials of teaching business principles in the secondary schools, including keyboarding competency in secondary schools. **Prerequisite: Business 317, 319, 321, or permission and enrolled in professional term. Offered fall term.**

**339 Quantitative Methods (3)**

An introduction to modern quantitative methods used in decision-making in business. Topics include linear models, simplex method, network and scheduling models, inventory models, decision theory, transportation method, and other methods. **Prerequisite: Math certification and cognates, or permission. (Mathematics 115 or 235 recommended.) Offered alternate fall terms.**

**341 Business Law I (3)**

An examination of legal issues related to the operation of business entities. Students will be able to (1) identify the elements necessary to form a contract and the remedies available for breach of contract; (2) recognize appropriate dispute resolution methods for business situations; (3) identify negotiable instruments and understand the legal issues surrounding their creation and transfer; (4) understand the concepts of negligence, duty, breach, proximate cause, intentional torts, and strict liability; and (5) apply general principles of the Uniform Commercial Code to sales contracts. **Prerequisite: At least junior standing or permission.**

**342 Business Law II (3)**

An examination of the legal rights and responsibilities present when business entities are operated in various forms, including sole proprietorships, partnerships, corporations, and limited liability corporations. Students learn (1) how to create and terminate agency relationships; (2) the advantages and disadvantages of the various forms of business entities; (3) the bankruptcy system in the United States, and will be able to describe the key features of Chapter 7 and Chapter 11 bankruptcies; and (4) the general rights and responsibilities of bailees, bailors, landlords, and tenants. **Prerequisite: At least junior standing or permission. Offered alternate spring terms.**

**346 International Management (3)**

An overview of management of U.S. enterprises operating in the international context. Using case studies and application of relevant theories from management and economics, students consider ways in which cultural, economic, political, and social differences affect management of business. Students successfully completing this course will be able to identify the various components of the international business environment and understand the interrelationships among them, critically evaluate international business situations and identify potential outcome alternatives, and develop action plans that will explicate and accommodate anticipated changes in the international business environment. *Prerequisite: Business 242. Offered alternate years.*

**357 International Marketing (3)**

An introduction to International Marketing, focusing on the competitive rigors of today's global business environment. The successful marketing student must be globally aware and have a marketing frame of reference that goes beyond a country or given region, and encompasses the world. Students will develop global awareness and build skills related to strategic planning and organizing for global markets. They will be able to explain how products and services can be adapted to reflect international differences, and how advertising and promotion methods can either communicate a common message to the world or be adapted to each and every community. *Prerequisite: Business 251. Offered alternate years.*

**394 Investments (3)**

An introduction to the risks and returns of investing (domestic and global). This course examines and analyzes various financial securities and their markets. When appropriate, computer applications are integrated into this course. *Prerequisite: Business 226.*

**410 Regulatory Compliance (3)**

An introduction to the American legal system, focusing on the roles and authority of the federal and state regulatory agencies. Students learn the rights and responsibilities of individuals and business entities in the context of several regulatory schemes, including: environmental issues (EPA), employment issues (EEOC), and safety issues (OHSA). Students will be able to identify and analyze business situations involving regulatory issues, and will be able to apply legal concepts to determine a recommended course of action for individuals and organizations.

**418 Human Resource Strategy (3)**

An advanced in-depth exposure to relevant human resource topics. Students apply human resource principles and tools to actual and simulated case situations. Topics include human resource planning and forecasting, recruiting and selection, performance appraisal, compensation administration, and labor relations. *Prerequisite: Business 312. Offered alternate spring terms.*

**421 Business Internship (0-12)**

Supervised on-the-job experience in a for-profit, not-for-profit, or governmental environment. *Prerequisite: Cooperative Education 205 and permission. (Pass/Fail.)*

**428 International Finance (3)**

An examination of the interaction of multi-national corporations and international capital markets. This course considers international capital movement and its impact on the financial decisions of a corporation. When appropriate, computer applications are integrated into this course. *Prerequisite: Business 226. Business/Economics 307 strongly recommended. Offered alternate spring terms.*

**445 Financial Institutions Management (3)**

A survey of the function, management and regulation of financial institutions while addressing the specific roles of commercial banks. When appropriate, computer applications are integrated into this course. *Prerequisite: Business 226. Business/Economics 307 or Economics 303 strongly recommended. Offered alternate spring terms.*

**452 Marketing Research (3)**

An examination of the methods and principles of investigation and analysis used by manufacturers and middlemen in solving problems of marketing policies, product markets, channels, sales effort, and advertising. Includes planning investigations; gathering, organizing, and interpreting data; and presentation of findings. *Prerequisite: Business 215 and 251 or permission. Offered alternate spring terms.*

**454 Entrepreneurship (3)**

An application of management techniques to the small business setting. This course examines business problems and opportunities using the field case-study approach. *Prerequisite: Business 242, 251, and senior level, or permission. Offered alternate fall terms.*

**456 Strategic Marketing (3)**

A focus on the strategic and tactical marketing decisions that impact the design and management of an integrated marketing program. The course is case-based, allowing students to apply marketing principles to situations involving competitive analysis, consumer analysis, market segmentation and the product, pricing, distribution and promotion functions. In addition to expanding discipline specific knowledge, this course enhances analytical skills and written/oral communication skills. *Prerequisite: Senior standing, Business 251, any two of the following three (301, 324 and 357), 452, or permission.*

**460 Advanced Financial Management (3)**

An examination of the use of financial theory in the financial management of domestic and multi-national corporations. This course reviews and applies the analytical techniques of financial decision-making and the use of spreadsheet analysis to case studies. *Prerequisite: Business 226, 394, Business/Economics 307.*

**496 Strategic Management (3)**

A focus on the development, implementation, and ongoing analysis of corporate strategy. Students learn the principles and framework of strategy formation and apply these to various simulated business situations. This course uses a case study approach to present “real world” business situations for students to examine. These situations are analyzed from a top management per-

spective and students will determine the impact of business decisions at all organizational levels on the overall operation of the firm. In addition to expanding discipline specific knowledge, students' analytical skills and written/oral communication skills will be enhanced. **Prerequisite: Completion of all Business Administration core and cognate courses, or permission.**

**497 Business and Professional Ethics (3)**

An integration of the student's experience by focusing on the ethical implications of business policies. Using the case study method, students are exposed to business issues and practice the use of leadership skills to make and implement decisions considered to be ethically troublesome to managers of businesses. **Prerequisite: Completion of all Business Administration core and cognate courses, or permission.**

## **Economics (ECO)**

**203 Principles of Macroeconomics (3)**

An introduction to basic concepts governing the operation of a market-oriented economy, with specific emphasis placed on understanding macroeconomic theory, policy, and issues. Students successfully completing this course will be able to: 1) discuss basic economic concepts, including the production possibilities model, comparative advantage, and the supply and demand model; 2) calculate and interpret major macroeconomic statistics, including GDP, unemployment, and inflation; 3) explain how both monetary and fiscal policy can be used to stabilize the economy; and 4) discuss some of the theoretical and policy issues that arise in macroeconomic discourse.

**204 Principles of Microeconomics (3)**

An introduction to basic concepts governing the operation of a market-oriented economy, with specific emphasis placed on understanding microeconomic theory, policy, and issues. Students successfully completing this course will be able to: 1) discuss basic economic concepts, including the production possibilities model and the supply and demand model; 2) explain the role that elasticity plays in the supply and demand model and know how to calculate and interpret various elasticities; 3) understand utility maximization and the theory of consumer behavior; 4) explain how cost concepts differ in the short run and long run; and 5) analyze various market structures in terms of their economic performance in order to gain insight into some of the major policy issues that arise in microeconomics.

**271, 371, 471 Selected Topics (1-3) (1-3) (1-3)**

An investigation of topics not offered in other courses, selected on the basis of student interest and available instruction.

**290, 390, 490 Directed Study (1-3) (1-3) (1-3)**

An opportunity for supervised, independent study of a particular topic based on the interest of the student, and the availability and approval of the faculty.