

McAfee School of Business Administration

Dean

Walton M. Padelford (1980). Interim Dean of the School of Business Administration and University Professor of Economics. B.S., Mississippi College; M.S. and Ph.D., Louisiana State University; Additional study, San Francisco Xavier de Chuquisaca.

Mission Statement

To provide a quality undergraduate business education within a Christian context, to produce scholarly contributions to the business academic disciplines, and to develop graduates prepared to serve in the challenging global environment of today's organizations.

Goals

- Place graduates with quality organizations
- Be student focused
- Encourage life-long learning
- Provide an integrated knowledge-base across disciplines
- Locate new opportunities for growth
- Integrate faith and learning in every classroom
- Establish mutually beneficial relationships with the business community.

Faculty

C. Steven Arendall (1990). Professor of Management and Director of the M.B.A. Program—Germantown. B.B.A. and M.B.A., University of Memphis; Ph.D., University of Tennessee at Knoxville.

David Austill (1997). Associate Professor of Management. B.B.A., University of Memphis; M.B.A., University of Arkansas; J.D., University of Tennessee; L.L.M., Washington University.

Don Christensen (2002). Associate Professor of Finance. B.B.A. and M.B.A., University of Memphis; Ph.D., University of South Carolina.

Jenny Cowell (2002). Instructor of Marketing. B.A., University of Tennessee, Knoxville; M.B.A., Union University.

Joe Harrison (1998). Associate Professor of Management. B.A., Stephens College; M.B.A., University of Memphis; Candidate for Ph.D., University of Memphis.

M. Kenneth Holt (1987). Associate Professor of Economics and Management. Director of Center for Business and Economic Development. B.S., Union University; M.S., Louisiana State University; Ph.D. candidate, University of Memphis.

Thomas A. Hopper (2002). Visiting Associate Professor of Accounting. B.B.A. and M.B.A., University of Memphis; CPA.

Scott Lawyer (2000). Associate Professor of Management. B.P.A., University of Mississippi; J.D., University of Mississippi.

Daniel Michael (2000). Assistant Professor of Management. B.S. and M.B.A., University of South Alabama; Ph.D. candidate, Auburn University.

2. MGT 341, 348
- B. Emphasis in General Management—18 additional hours
 1. MGT 310, 420, 432
 2. Upper Level MGT Electives—6 hours

B. Upper Level ECF Electives

III. Minor in Finance—18 hours

A. ACC 211; ECF 415, 323, 326

B. Upper Level ECF Electives

IV. Minor in Management—18 hours

A. MGT 318, 341, 348; MAT 114

B. Upper Level MGT Electives

V. Minor in Marketing—18 hours

A. MKT 328, 424, 440; MAT 114

B. Upper Level MKT Electives

VI. Minor in Business Administration—24 hours

A. ACC 211, 212

B. ECF 211, 212, 323

C. MGT 318; 321 or 322

D. MKT 328

VII. Minor in Management Information Systems—18 hours

A. CSC 105, 305; MGT 310; MIS 320, 325

B. Select one: MIS 330, MGT 326, CSC 311

C. Not available to the student majoring in Computer Science

VIII. Minor in Actuarial Science (to accompany the completion of a Business Major and the B.S.B.A.)—21 hours

See the Department of Mathematics and Computer Science for details.

TEACHER LICENSURE

148 The McAfee School of Business Administration offers programs leading to Tennessee teacher licensure in Business, Business Technology and Marketing. To receive licensure, students must complete the following:

- I. Professional Education: EDU 150, 250, 326; PSY 213, 318; SE 225; EDU 419, 433.
- II. Complete required courses for the major appropriate to the licensure area.
 - A. Complete the BSBA with a major in either Accounting, Economics/Finance, Management or Marketing.
 - B. Business Technology completes the BSBA majoring in either Accounting, Economics/Finance, Management or Marketing as well as MGT 310. This endorsement is as dual licensure with Business.
 - C. Economics completes the BSBA with a major in Economics/Finance with an Emphasis in Economics and completes additional Social Science requirements: HIS 101, 102, 211, 212; GEO 112, and either GEO 215 or 216
 - D. Marketing completes the BSBA with a major in Marketing with any Marketing Emphasis.

Students will communicate effectively, orally and in writing, as demonstrated through successful completion of MGT 250.

Student Organizations

Accounting Club. This organization promotes interest in the field of Accounting. Membership is open to all Accounting majors and minors. Business leaders are invited to meet with the club to share their knowledge and expertise in Accounting. Members also tour local industries and accounting firms.

Students In Free Enterprise. SIFE is a team of students teaching the community how market economics and businesses operate. It is a partnership between higher education and business building career connections between college students and the business community. Students must be nominated by a faculty member followed by a personal interview and recommendation of interviewing committee to faculty sponsor.

Phi Beta Lambda. Membership in this national business fraternity is open to those interested in careers in business. Its goals are to promote the free enterprise system, to create a better understanding of the business world, and to explicate the resume writing and interview process through seminars and workshops.

Student Awards

The Academic Excellence Medal is awarded to the graduating senior with the highest average in the major provided the average is not less than 3.5. Before Awards Day, the student must have completed at least 15 credit hours in the major at Union University, exclusive of pass/fail courses. If no major is eligible, the medal will be given to the minor meeting the minimum requirements.

Curtiss E. Scott Business Excellence Award. To be eligible for this award, a student must be classified as a senior School of Business Administration student with a GPA of 3.00 or better. The Phi Beta Lambda Business Fraternity nominates three students from eligible candidates. The McAfee School of Business Administration faculty select the final recipient from the nomination list.

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Course Offerings in Accounting (ACC)

() Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

211. Principles of Accounting I (3) F

An introductory course including study of professional accounting, sole proprietorship, and partnerships.

212. Principles of Accounting II (3) F, S

Prerequisite: ACC 211.

A continuation of ACC 211 with an emphasis on corporations and the use of accounting in managerial decision making.

311. Cost Accounting (3) F, S—Even Years

Prerequisite: ACC 212.

A study of methods of accounting for materials, labor, and factory overhead in job order and process cost systems.

312. Managerial Accounting (3) S

Prerequisite: ACC 212.

Uses of accounting information in management decision making. Topics include budgeting, standard costing, and analyses of costs and profits.

313. Intermediate Accounting I (3) F, S

Prerequisite: ACC 212.

Intensive review of the accounting process and financial statements with emphasis on the asset section of the balance sheet.

314. Intermediate Accounting II (3) S

Prerequisite: ACC 313.

Corporation formation and changes in the equity structure after formation. Topics include long-term investments, bonds, earnings per share, and income recognition.

315. Federal Income Tax Accounting I (3) F

Prerequisite: ACC 212.

The Internal Revenue Code as it affects individual income tax returns.

319. Federal Income Tax Accounting II (3) F—Odd Years, S—Even Years

Prerequisite: ACC 315.

The Internal Revenue Code as it affects partnerships, corporations, and fiduciaries.

350. Accounting Information Systems (3) F, S—Even years

Prerequisite: ACC 212 and CSC 105.

Principles and problems of accounting system design and implementation. Organization for accounting control, internal control procedures, and internal reports. Attention given to computerized accounting systems and to traditional information flows.

410. International Accounting (3)

Accounting from an international perspective and within the context of managing multinational enterprises. Theoretical issues, major national treatments and international harmonization efforts are emphasized.

413. Auditing I (3) F

Prerequisites: ACC 313 and ACC 314 or 460.

An examination of ethics in accounting practice, internal control, auditing standards and procedures, and audit programs for various accounts.

414. Auditing II (3) F, S—Even Years

Prerequisite: ACC 413.

An advanced course in auditing, applying concepts and techniques mastered in ACC 413. Special attention is given to variations of the audit report, statistical sampling, and current topics in the profession.

450. Governmental and Not-for-Profit Accounting (3)

Prerequisite: ACC 313.

Operation of the accounting structure and financial reporting for governmental and not-for-profit entities to include colleges and universities, medical care facilities, and social service agencies.

460. Intermediate Accounting III (3) S

Prerequisite: ACC 313.

Financial Accounting Standards Board pronouncements for general accounting with emphasis on the interpretation of pronouncements and applications in problem solving.

470. Advanced Accounting (3)

Prerequisite: ACC 313.

A comprehensive study of partnerships and consolidated entities.

Course Offerings In Economics/Finance (ECF)

() Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

211. Principles of Macroeconomics (3) F

A survey of economic theory dealing with GNP, depression, unemployment, inflation, fiscal policy, and monetary policy.

212. Principles of Microeconomics (3) F—Even years, S

A survey of economic theory dealing with prices, markets, production, distribution of goods, and allocation of resources.

323. Principles of Finance (3) F, S

Prerequisites: ACC 211, ECF 211.

Incorporation and promotion, securities, capital structures, short- and long-term financing, expansion.

326. Principles of Investments (3) S

A study of relationships of security investments to capital formation; investment policy; and the relationship of investments to the business cycle.

329. Public Finance (3) F—Odd Years

Prerequisites: ECF 211 and 212.

Theory and principles, considering taxation and expenditure policies at all levels of government. Particular attention is given to the effect of these policies on individuals and the economy.

355. Financial Institutions and Markets (3) F

An intensive review of U.S. financial institutions and financial markets.

375. Seminar in Portfolio Management (1-3) F, W, S, Su

Prerequisite: ECF 323 and consent of instructor.

A practical, hands-on experiential exercise in managing a large stock portfolio using funds provided by the Tennessee Valley Authority. The investment objective of the portfolio is to achieve long-term capital growth by investing in marketable U.S. common stocks. Course may be repeated for a maximum of 6 hours credit.

411. Intermediate Macroeconomics (3) S

Prerequisites: ECF 211 and 212.

An advanced treatment of the demand for money, aggregate supply, aggregate demand, and economic dynamics.

412. Intermediate Microeconomics (3) F

Prerequisites: ECF 211 and 212.

An advanced treatment of price theory, utility theory, and production theory.

415. Personal Financial Management (3) F, S

Introduction to personal finance from a Christian perspective. Topics include taxes, investing, insurance, buying your first home, vehicles, credit, debt, and budgeting.

419. International Finance (3) F—Odd Years

Prerequisite: ECF 323 or ECF 326.

An analysis of international financial management to include exchange rates and the international monetary system valuation of foreign assets, management of foreign assets, and international money and capital markets.

324. Commercial Law (3) F

Pre/Corequisite: MGT 321.

A survey of basic principles of law important for understanding business transactions, entity creation and operation, and including a review of contract laws and selected uniform commercial code provisions, business associations and bankruptcy law.

326. Information Systems Law (3) S—Odd Years

A survey of laws controlling, protecting or regulating the obtaining, use, transmission or ownership of computer information, technology, and computer system-related intellectual property. Topics include privacy, crime and security, intellectual property rights, and sale of software and hardware.

327. International Business Law (3)

An introduction to the legal environment of firms that do business globally including licensing, intellectual property rights, and labor and environmental regulations.

340. Entrepreneurship I (3) F

Prerequisites: ACC 212 and either MGT 318 or MKT 328.

A course designed for students interested in the ownership/operation of a small business. Emphasis placed on the plans and procedures needed to initiate a small business.

341. Operations Management (3) F, S

Prerequisite: MGT 318 and MAT 114.

Incorporates both theoretical and practical elements. Topics: design, operation, and control of productive systems, demand forecasting and management, inventory timing and control, facility location, and resource assignment.

343. Sport Law (3) F

Reciprocal credit: PEWS 343.

Tort and contract law as it applies to sports industry. Investigation of case law dealing with marketing the athlete, amateur sports, sports injuries and liabilities, sex discrimination in sports, drug screening, and rights and responsibilities of managing the athlete.

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345. Entrepreneurship II (3) S

Prerequisite: MGT 340.

Entrepreneurial managerial problems and solutions, designed to assist the student in identifying opportunities of light of today's economy and "e commerce."

348. Organizational Behavior (3) F, S

Prerequisite: MGT 318.

The behavioral and psychological side of management. Emphasis: theories and research in such topics as decision making, values, leadership, motivation, performance appraisal.

355. Labor Relations (3)

Prerequisite: MGT 318.

An analysis of American labor history, the process and the philosophy of collective bargaining, dispute settlement, and contract administration.

420. International Management (3) S

Prerequisite: MGT 318.

This course is designed to acquaint students with geographic and cultural differences that impinge on management decision making. Both theoretical and practical aspects of management in the international environment will be presented:

425. Employment/Labor Law (3) S—Even Years

Prerequisite: MGT 318 and MGT 321 or 322.

Common law, statutory and regulatory provisions pertaining to the employer-employee relationship and labor-management relations. Topics: hiring and terminating employees, discrimination, privacy, unions, collective bargaining, and statutory protections of workers.

432. Human Resource Management (3) F

Prerequisite: MGT 318.

A study of the methods used by business firms and the public sector in recruitment, training, remuneration, and utilization of human resources.

435. Business Ethics and Social Responsibility (3) F, S

Prerequisite: Senior standing.

Development of ethical paradigms which underlie contemporary value systems. Extensive use of cases highlighting value choices and resulting consequences.

445. Business Policy (3) F, S

Prerequisite: ACC 212; MGT 318; MKT 328; ECF 211, 212; Senior standing.

Capstone course which introduces students to the concepts of strategic management. Extensive use of case analysis.

Course Offerings in Management of Information Systems (MIS)

() Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

320. Business Systems Analysis and Design (3) S

Prerequisite: MGT 310.

- 154 Business systems, the definition of needs and evaluation of systems development tools. The student will learn to track data from its business source; its flow, processing and storage in the computer; and the flow of useful information back to the user.

325. Business Data Management (3) F

Prerequisite: MGT 310.

Introduction to the use, design and implementation of database management systems and their contribution to business.

330. Telecommunications & Networking (3) F

Prerequisite: MIS 320.

Introduction to business telecommunications concepts and planning including network architectures and planning considerations, decentralized information processing and communications-oriented hardware.

Course Offerings in Marketing (MKT)

() Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

323. Public Relations (3) F

Reciprocal credit: COM 323.

See COM 323 for course description.

328. Principles of Marketing (3) F, S

Prerequisite: ECF 212.

Exploration of the role of marketing in a free enterprise system through the development, implementation, control, and evaluation of marketing strategies with emphasis on marketing models and concepts utilized in decision making.

330. Consumer Behavior (3) S

Prerequisite: MKT 328.

Individual and collective behavior patterns both inside and outside the marketplace, through the use of theoretical model building and empirical research findings. Emphasizes role of research in determining short-range and long-range strategies.

340. Sport Marketing (3) S

Prerequisite: MKT 328. Reciprocal credit: PEWS 340.

Basic marketing concepts in the sports industry. Fundamental techniques of advertising, sales, promotion, fund-raising, and journalism will be explored in relation to sports.

341. Sport Information Management (3) S

Prerequisite: COM 120 and MKT 328. Reciprocal credit: PEWS 341.

See PEWS 341 for course description.

350. Professional Selling (3) S

Prerequisite: MKT 328.

The role of the sales professional within the marketing process. Emphasis on development of selling responsibilities, time and territory management, and interpersonal communication skills through role-plays. Includes analysis of the psychological basis of selling in both consumer and industrial markets.

351. Retail Marketing (3) F

Prerequisite: MKT 328.

Examination of the marketing mix within the retail environment. Analysis of retail strategy in merchandising, customer relations, and inventory control. Evaluation of retail site locations and store layouts.

419. Advertising (3) F, S

Prerequisite: MKT 328. Reciprocal credit: COM 419.

The economic and social roles of advertising in contemporary business. Emphasis on creation, implementation, and evaluation of campaigns through the analysis of creative processes, media resources, budgeting, and social responsibility.

424. Marketing Research (3) F

Prerequisite: MKT 328 and MAT 114.

Theories and techniques involved in marketing research. Emphasis upon research objectives and design, sample selection, instrument design, collection techniques and statistical analysis of data, computer applications, report writing for managerial use.

433. Global Marketing Management (3) F

Prerequisite: MKT 328.

Analysis of problems confronting the global marketing manager in making decisions relating to strategy, marketing research, product management, channel management, pricing, and promotional management.

440. Strategic Marketing (3) S

Prerequisite: MKT 328 and Senior Standing.

Analytical and decision making skills necessary to move beyond traditional marketing management. To combine the knowledge of various marketing activities as they relate to managerial functions of planning, organizing, and controlling the marketing.

Available in each departmental prefix:

180-280-380-480. Study Abroad Programs (1-4) As Needed

All courses and their application must be defined and approved prior to travel.

195-6-7. Special Studies (1-4) On demand

Lower-level group studies which do not appear in the regular departmental offerings.

395-6-7. Special Studies (1-4) On demand

Upper-level group studies which do not appear in the regular departmental offerings.

484. Internship (3) By consent

Selected students are assigned to obtain supervised practical work experience in many area accounting firms, advertising companies, local manufacturers, the Chamber of Commerce, banks and various non-profit organizations.

486. Cooperative Education (3) By consent

Selected students are assigned to obtain supervised practical work experience at a local business for an extended period of time. Pass/Fail.

495-6-7. Independent Studies (1-4) On Demand

Individual research under the guidance of a faculty member(s).

498. Seminar (1-3) On Demand

To be used at discretion of the department.