

Dean

R. Keith Absher (2004) Dean of the McAfee School of Business Administration and Professor of Marketing. B.A. and M.B.A., Jacksonville State University. M.A.S., University of Alabama-Huntsville; Ph.D., University of Arkansas; Additional study, Harvard University.

William R. Nance, Jr. (2000) Associate Dean of the McAfee School of Business Administration and Associate Professor of Management. B.S., Regis University; M.B.A., Union University; D.B.A., Nova Southeastern University.

Staff

Judy Leforgee (1986) Administrative Assistant to the Dean.

Mission Statement

In support of Union University's mission, the McAfee School of Business Administration is a learning community that promotes business education in a Christian context. The school provides undergraduate and graduate programs that are designed to prepare our students for dynamic business environments through quality teaching with personal attention. Scholarly research enhances student education through the diverse intellectual perspectives of the faculty.

Distinctives

While the programs of the McAfee School of Business Administration are appropriately similar to those offered by other universities in the coverage of

Program Directors

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

Karen C. Miller (1997). Director of Academic Research and Professor of Accounting. B.S.B.A., Freed-Hardeman University; M.Ac., University of Tennessee at Martin; Ph.D., University of Mississippi; C.P.A.

Tom Proctor (1996). Coordinator of Accounting, Director of Accreditation, and Professor of Accounting. B.S., University of Tennessee at Martin; M.B.A., M.S., and Ph.D., University of Memphis; C.M.A.; Additional Study, Macquarie University.

Luanne Powell (1984-87; 1999) M.B.A. Director. B.A. and M.B.A., Union University.

Faculty

David Austill (1997). Professor of Accounting and Business Law. B.B.A., University of Memphis; M.B.A., University of Arkansas; J.D., University of Tennessee; L.L.M., Washington University, C.P.A.

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

Brooke Emery (2010). Assistant Professor of Marketing. B.A., Rhodes College; 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.

Sharon Grissom (2013). Assistant Professor of Accounting. B.Acc. and M.Acc., University of Mississippi.

Gregory Jordan (2012). Professor of Business Law. B.S., Union University; J.D., University of Memphis.

Wilburn Lane (2009). Professor of Marketing. B.S., Union University; M.Ed., M.B.A., and D.B.A., University of Memphis.

Emily Lean (2008). Assistant Professor of Management. B.S.B.A., Union University; Ph.D., University of Arkansas.

Chris Manner (2009). Associate Professor of Economics. B.S., University of Tennessee, Martin; Ph.D., Vanderbilt.

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

Daniel Slater (2010). Assistant Professor of Management. B.A., Central Bible College; M.B.A., Missouri State University. Ph.D., University of Arkansas.

Andrew Tiger (2010). Professor of Management. B.S. and M.S., Oklahoma State University; Ph.D., University of Houston.

Colene Trent (2013). Assistant Professor of Economics. B.B.A. and M.B.A., University of North Alabama; Ph.D., University of Mississippi.

Kevin Westbrook (2008). Associate Professor of Marketing. B.S., M.B.A., and Ph.D., University of Memphis.

Curriculum

The McAfee School of Business Administration offers majors in Business Administration and Accounting, leading to the Bachelor of Science in Business Administration. Majors in Accounting and Business Administration are required to complete the General Core Curriculum, the B.S.B.A. Specific Core Curriculum, major requirements as detailed below and a minor in University Studies or a minor outside the School of Business. Majors in Economics complete the B.A. or B.S. core instead of the B.S.B.A. core. The student seeking Tennessee Teacher Licensure in business subjects will select an appropriate major and complete the Professional Education Minor; details are shown below under "Teacher Licensure."

A minimum grade of C is required in all upper level courses in the B.S.B.A. specific core. All majors offered through the McAfee School of Business Administration other than the major in Economics require the B.S.B.A. Specific Core consisting of: ACC 211-2; ECO 211-2; FIN 320; BAD 224; BLAW 321; CSC 105, MAT 114; MGT 310, 318; MKT 328. B.S.B.A. students must select MAT 111, 201 or higher for General Core Math. The Economics major may be earned with the B.A. or B.S.

Students pursuing a degree outside the McAfee School of Business and not pursuing the Bachelor of Science in Business Administration may not apply more than 31 hours in the areas of accounting, business administration, economics, finance, management, or marketing toward their degree requirements. Such students are cautioned against pursuing multiple minors if the minors will be used to satisfy degree requirements. Students pursuing the Bachelor of Art or the Bachelor of Science and majoring in Economics will only count ECO 211 and ECO 212 of the economics requirements as business hours for the purpose of determining the 31-hour limit.

Tennessee Valley Authority's Investment Challenge is a unique, innovative partnership between TVA and Union University as one of 24 universities in its service territory that provides a real-world learning experience in portfolio management. Participation can be voluntary or through the classroom experience of BAD 375. Similarly, participation in Enactus can be formally experienced for credit through BAD 300 or on a voluntary basis.

I. Major in Accounting—48 hours

- A. ECO 400
- B. ACC 311, 313, 314, 315, 350, 423, 470
- C. MGT 341, 420, 445; BAD 475
- D. Upper-level ACC Elective—9 hours
- E. Upper-level Business or Advisor-approved Electives —3 hours
- F. No minor is required with the Accounting Major.

II. Major in Business Administration—30 hours (Major Core + one concentration)

- A. Core required of all majors: ECO 400; MGT 341, 420, 445; BAD 475; and 6 hours Business or Advisor-approved Upper-level Electives
- B. Concentration in Economics: ECO 411, 412, 430
- C. Concentration in International Business: ICS 320, ECO 425, MKT 433; Minor in Spanish or French.*
- D. Concentration in Management: MGT 348, 410, 432
- E. Concentration in Marketing: MKT 424, 433, 440

*Three to six semester hours, from business or foreign language or a combination, must be earned through study abroad or internship abroad. International students may substitute U.S. internship credit if their native language is not English.

III. Major in Economics—41 hours

- A. MAT 114, BAD 224, ECO 211, ECO 212
- B. ECO 498 or ECO Elective
- C. ECO 411, 412, 430; FIN 320
- D. 6 hours from: PHL 346, PHL 347; PSC 322, 323
- E. Upper-level Electives—outside the School of Business Administration and with advisor-approval—8 hours
- F. General Core must include MAT 201 and PHL 240.

IV. Teacher Licensure

Teacher Licensure in Business Education, Business Technology, Economics, and Marketing requires students to complete the following:

- A. Professional Education: EDU 150, 250, 326; PSY 213, 318; SE 225; EDU 419, 433.
- B. Complete the B.S.B.A. with a major in Business Administration or Accounting.
 1. Business Education completes the B.S.B.A. and major, earning a dual licensure with Business Technology.
 2. Economics completes the B.S.B.A. with a major in Business Administration (Economics Concentration) and completes additional Social Science requirements: HIS 101, 102, 211, 212; GEO 112, and either GEO 215 or 216
 3. Marketing completes the B.S.B.A. with a major in Business Administration (Marketing Concentration).
- C. Completion of applicable portions of the Praxis II.
- D. For additional information, see the Assistant Dean for Teacher Education and Accreditation.

I. Minor in Accounting—18 hours

- A. ACC 211, 212, 313, 315
- B. Upper Level ACC Electives

II. Minor in Economics—18 hours

- A. ECO 211, 212, 411, 412
- B. Upper Level ECO Electives

III. Minor in Management—18 hours

- A. MGT 318, 341, 348; MAT 114
- B. Upper Level MGT Electives—6 hours

IV. Minor in Management for Non-Business Professionals—21 hours

- A. ACC 211 and ECO 211
- B. MGT 318; MKT 328; ECO 400
- C. Upper-level Business elective—6 hours

V. Minor in Marketing—18 hours

- A.

Omicron Delta Epsilon Economics Honor Society.

Omicron Delta Epsilon is one of the world's largest academic honor societies. The objectives of Omicron Delta Epsilon are recognition of scholastic attainment and the honoring of outstanding achievements in economics; the establishment of closer ties between students and faculty in economics within colleges and universities, and among colleges and universities; the publication of its official journal, *The American Economist*, and sponsoring of panels at professional meetings as well as the Irving

Course Offerings in Business Administration (BAD)

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

113. Introduction to Business (3) S

An introductory course to provide students with a basic understanding of the foundations of American business through an introduction to business organization and the functions of production, marketing, finance accounting, and management.

224. Quantitative Methods for Business (3) F, S

Prerequisite: MAT 111 or 201 or higher; MAT 114

An examination of probability and statistics with applications in business and economics. Topics include business calculus, linear regression, constrained optimization, comparative statistics including t-tests and analysis of variance and multivariate techniques.

300. Seminar in Free Enterprise (1-2) F, S

Prerequisite: Consent of instructor. Junior or Senior level standing.

This course provides the structure for outreach projects originated and implemented by Enactus. Students teach, learn, and practice free enterprise in order to better

individuals, communities, and countries. Students may receive 2 hours of credit/semester during their first year of enrollment; 1/semester, their second for a maximum of 6 hours.

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

Prerequisite: FIN 320 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.

475. Business Ethics and Diversity (3) F, S

Prerequisite: Senior Standing

This course focuses on the development of ethical paradigms which underlie contemporary value systems and the value of diversity in the workplace. Extensive use of cases are used highlighting value choices and the resulting consequences.

Course Offerings in Business Law (BLAW)

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

321. The Legal Environment of Business (3) F, S

The legal, practical and ethical environments in which businesses and managers operate. Topics: common law affecting business constitutional law, administrative agencies, and a survey of law of employment consumer protection, and securities regulations.

324. Commercial Law (3)

Pre/Corequisite: BLAW 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.

421. Negotiation and Dispute Resolution (3)

This course covers topics designed to develop students' ability to negotiate effectively and improve their ability to develop a strategic plan for effective negotiations.

425. Employment/Labor Law (3)

Prerequisite: MGT 318 and BLAW 321.

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.

Course Offerings In Economics (ECO)

() Hours Credit; F–Fall, W–Winter; S–Spring; Su–Summer;
Courses without indicated offering will be available at least once every three years.

211. Principles of Macroeconomics (3) F

A first course in macroeconomic theory and policy. Principal topics include the market system, national income accounting, unemployment and inflation, macro theory, fiscal policy, monetary policy, international trade and finance, and the distribution of income and wealth.

212. Principles of Microeconomics (3) S

A first course in microeconomic theory and policy. Principal topics include the market system, the theory of the firm; and the firm in its competitive environment, in its international environment, and in its regulatory environment.

329. Public Finance (3)

Prerequisites: ECO 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.

400. Personal Financial Management (3) F, S

Introduction to personal finance from a Christian perspective. Principal topics include giving, taxes, investing, insurance, buying a house, vehicles, credit, debt, and budgeting.

411. Intermediate Macroeconomics (3)

Prerequisites: ECO 211 and 212.

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

412. Intermediate Microeconomics (3)

Prerequisites: ECO 211 and 212.

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

425. Economic Growth and Development (3)

Pre/Corequisites: ECO 211 and 212

Economic trajectories of developing nations. Theoretical models of development and empirical data will be used to understand economic development and policy issues between the industrialized nations and the developing world.

430. International Economics (3)

Prerequisites: ECO 211 and 212.

International trade and finance. Deals with United States tariff policy, foreign exchange, markets, United States foreign economic policy, and the mechanisms available for international economic cooperation.

431. Economics of Labor (3)

Prerequisites: ECO 211 and 212.

Deals with wage theory, development of labor unions, collective bargaining, and the growth of a structure of labor law.

Course Offerings in Finance (FIN)

() Hours Credit; F–Fall, W–Winter; S–Spring; Su–Summer;
Courses without indicated offering will be available at least once every three years.

320. Business Financial Management I (3) F, S

Prerequisites: ACC 211, ECO 211.

Introduction to financial management including topics: assets, basic forms of organization, tax environment, time value of money, valuation concepts, risk and rates of return, cost of capital and capital budgeting.

325. Business Financial Management II (3)

Prerequisite: FIN 320

Continuation of 320 including: financial markets, investment banking process, financial intermediaries, the banking system, interest rates, the cost of money, analysis of financial statements, financial planning, control capital structure and management.

Available in each departmental prefix:

179-279-379-479. External Domestic Study Programs (1-3) As Needed

All courses and their applications must be defined and approved prior to registering.

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

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

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

295-6-7. Special Studies (1-4)

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

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

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

484. Internship (3)

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)

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)

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

498. Seminar (3)

To be used at discretion of the department.

499. Seminar (1-3)

To be used at the discretion of the department.