
Dr. R. N. J. (2000) Acting 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.

A. T. (2010). Acting Chair, Director of Accreditation, and Professor of Management. B.S. and M.S., University of Oklahoma; Ph.D., University of Houston.

J. L. (1986) Administrative Assistant to the Dean.

S. B. (2007). Academic Secretary, McAfee School of Business Administration and Program Coordinator, MAIS, Institute for International and Intellectual Studies.

Faculty

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.

Faculty

While the programs of the McAfee School of Business Administration are appropriately similar to those offered by other universities in the coverage of the basic business knowledge and skills, at Union University, they reflect three mission-driven distinctives:

1. Christian faith, ethics, and character
2. Collaborative learning
3. Personalized faculty-student environment

K. C. M... (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.

T. P. ... (1996). Coordinator of Accounting and Professor of Accounting. B.S., University of Tennessee at Martin; M.B.A., M.S., and Ph.D., University of Memphis;





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

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

321. T L E B (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. C L (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. N D R (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. E /L L (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.

400. P F M (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. I M (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. I M (3)
Prerequisites: ECO 211 and 212.
An advanced treatment of price theory, utility theory, production theory, and the theory of the firm.

425. E G D (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. I E (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. E L (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.

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

320. B F M I (3) E, 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. B F M 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.

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

310. M I S (3) E, S
Prerequisite: MGT 318 and CSC 105.
Introduction to the applications of computer systems and their components to support the strategic goals of an organization with focus on the use of information systems for management decision making.

311. M C (3) E, S
This introductory course is designed to help develop and strengthen skills of effective business and professional communication in both written and spoken forms.

318. P M (3) E, S
An introduction to the management process through the functions of planning, organizing, leading, and controlling.

330. C S (3) F
Prerequisite: MGT 318
An examination of how business impacts the natural environment. Both the normative (ethical) and strategic implications for business will be explored.

337. T H B (3)
Social, political and economic events that have shaped business, focusing on management practices, theories, financial markets and institutions.

340. E (3)
Prerequisites: ACC 212 and either MGT 318 or MKT 328.
A course designed for students interested in the ownership/operation of a small business.

341. O M (3) E, S
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.

348. O B (3) E, S

Prerequisite: MGT 318

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

355. L R (3)

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

410. A M I S (3) F

Prerequisite: MGT 310.

An examination of networking as used through web-based systems for voice and data communication. The impact of wireless technology on business processes including product delivery and communications with customers and suppliers is examined. Current topics in MIS are addressed including security challenges and legal obligations of MIS managers.

420. I M (3) E, 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:

432. H R M (3) E, S

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

445. B P (3) E, S

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

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

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

328. P M (3) E, S

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. C B (3)

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.

333. A E (3) F

The purpose of the course is to provide an experience that will introduce students to the “real-world” of advertising through research, career conference attendance, and meeting with an advertising agency. Requires attendance at ANWY Conference in New York City. Travel cost estimated at \$1,000 per student (conference date to be announced).

350. P S (3)

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. R M (3)

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. A P (3)

Prerequisite: MKT 328.

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. M R (3)

Prerequisite: MKT 328 and MAT 114 or 208.

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. G M M (3)

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. S M (3)

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:

179-279-379-479. E . . . D . . . S . . . P . . .

(1-3) A N

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

180-280-380-480. S . . . A . . . P . . . (1-4)

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

195-6-7. S . . . S . . . (1-4)

295-6-7. S . . . S . . . (1-4)

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

395-6-7. S . . . S . . . (1-4)