

# MCAFEE SCHOOL OF BUSINESS

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## Dean

Jason Garrett(2017). Dean for the McAfee School of Business and Professor of Marketing. B.B.A., Oklahoma Baptist University; M.B.A., Washington University; Ph.D., University of Missouri.

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

## Program Director

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

## Staff

Audra Teague(2011). Administrative Assistant to the Dean.

Susan Bolyard(2007). Academic Secretary, M.B.A. Program.

Jennifer Gay(2017). M.B.A. Program Coordinator and Recruiter. B.S., Middle Tennessee State University.

Luka Perkovic(2016). M.B.A. Program Coordinator, Marketing Director and Recruiter. B.A. and M.B.A., Union University.

## Mission Statement

Developing business leaders to fulfill their purpose in Christ and society

Developing business leaders is central to the mission of the McAfee School of Business. Academic excellence is fundamental to developing people who are strong in their functional area and leaders in business. In the McAfee School of Business, we will focus on disciplinary knowledge and high- impact practices such as collaborative projects, research, community-based learning, internships, and course projects. Being future-directed, we believe business leaders will develop from functional knowledge and opportunities to practice business with faculty supervision.

Business provides a unique opportunity for business leaders to fulfill their purpose in Christ. Paul spent time in the marketplace (Acts 17:17) so that he might join in conversation with the people of his day. To prepare our students to be Christ-centered in the modern-day marketplace, we focus on faith integration, which includes faith practices such as modeling Christ-like business decisions, integrating Biblical lessons with business, developing meaningful interactions with students, and praying for students.

The people-focus of the McAfee School of Business is exhibited through strong student-faculty interaction and faith integration which prepare students to fulfill their purpose in society. This is exhibited through the development of programs based upon business community needs, superior career outcomes, and the ongoing success of our students.

## Faculty

David Craig(2018). Assistant Professor of Accounting. B.B.A. and J.D., University of Memphis.

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.

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

Emily Lean(2008). Associate 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.

Karen C. Miller (1997). James and Shirley Porter Chair in Business, Director of Accounting Program, and Professor of Accounting. B.S.B.A., Freed-Hardeman University; M.Ac.,

- II. Major in Business Administration—30 hours (Major Core + one concentration)
- Core required of all majors: ECO 400; MGT 341, MGT 420 or MKT 433, MGT 445; BAD 475; and 6 hours Business or Advisor-approved Upper-level Electives
  - Concentration in Economics: ECO 411, 412, 430
  - Concentration in International Business: ICS 320, ECO 425 or 430, MKT 433; Minor in Spanish or French.\* (International Business concentration students must take MGT 420 in the Core.)
  - Concentration in Management: MGT 348, 410, 432
  - Concentration in Marketing: MKT 330 or 350, 424, 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
- MAT 114, BAD 224, ECO 211, ECO 212
  - ECO 498 or ECO Elective
  - ECO 411, 412, 430; FIN 320
  - 6 hours from: PHL 346, PHL 347; PSC 322, 323
  - Upper-level Electives—outside the School of Business and with advisor-approval—8 hours
  - General Core must include MAT 211 and PHL 240.
- IV. Teacher Licensure
- Teacher Licensure in Business Education, Business Technology, Economics, and Marketing requires students to complete the following:
- Professional Education:
    - Prior to Internship—EDU 150, EDU 305, EDU 358, PSY 213, PSY/SE 230.
    - Fall of Internship Year—EDU 306, 340, 419, 440
    - Spring of Internship Year—EDU 441 and 451
  - Complete the B.S.B.A. with a major in Business Administration or Accounting.
    - Business Education completes the B.S.B.A. and major, earning a dual licensure with Business Technology.
    - 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
    - Marketing completes the B.S.B.A. with a major in Business Administration (Marketing Concentration).
  - Completion of applicable portions of the Praxis II.
  - For additional information, see the Director of Educator Preparation.
- I. Minor in Accounting—18 hours
- ACC 211, 212, 313, 315
  - Upper-level ACC Electives
- II. Minor in Economics—18 hours
- ECO 211, 212, 411, 412
  - Upper-level ECO Electives
- III. Minor in Management—18 hours
- MGT 318, 341, 348; MAT 114
  - Upper-level MGT Electives—6 hours
- M. Minor in Management for Non-Business Professionals—18 hours
- ACC 211, 212; ECO 211; MAT 114
  - MGT 318; MKT 328
- V. Minor in Marketing—18 hours
- MKT 328, 424, 440; MAT 114
  - Upper-level MKT Electives
- VI. Minor in University Studies—18 hours
- Available only with the Bachelor of Science in Business Administration or B.A. or B.S. with a major in Economics. All courses must be taken outside the School of Business.
    - No more than 9 hours may be taken below 300 level.
    - No more than 13 hours may be taken under one prefix.
    - Course must be approved by the faculty advisor and cannot duplicate with the general core curriculum.
- VII. 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 for details.
- Majors in Accounting, Business Administration, and Economics with Discipline-Specific Honors Honors Contract
- The McAfee School of Business offers Departmental Specific Honors for selected students. The student must have a minimum cumulative GPA of 3.5. The successful honors student will complete 12 hours of honors work including 6 to 9 hours of honors contract coursework and 3 to 6 hours of thesis research and thesis writing. Individual professors will develop an honors contract for the honors student in connection with upper-level required courses. A thesis advisor will work with the honors student in developing an appropriate research approach for the honors thesis. Successful honors students will graduate as BSBA with Honors. Potential honors s

## Student Organizations

Enactus. Enactus 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

319. Taxation of Corporation and Pass-Through Entities (3)  
Prerequisite: ACC 315.  
This course focuses on the taxation of corporations and pass-through entities including partnerships, S corporations, and estates and trusts.
325. Fraud Examination (3) W  
An in-depth look at fraud detection, prevention, investigation, management and resolution.
350. Accounting Information Systems (3)  
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.
415. Advanced Accounting Theory (3) F  
Prerequisite: ACC 313.  
This course is a study of the Financial Accounting Standards Board pronouncements for general accounting use. Emphasis is given to the interpretation of pronouncements and applications in problem-solving settings as applied to advanced topics in financial accounting.
416. Advanced Information Systems (3) F  
Prerequisite: ACC 350.  
This course explores systems planning, acquisition, delivery, and monitoring from a risk and control perspective while analyzing systems as processors of data for financial reporting and control of economic organizations.
423. Auditing and Assurance Services (3) F  
Prerequisites: ACC 314 and 350.  
An examination of ethics in accounting practice, general standards and procedures for a contemporary audit, audit programs, and work papers.
424. Internal Auditing (3) S  
Prerequisites: ACC 314 and 350.  
An examination of internal auditing concepts and proper internal controls along with compliance with applicable laws, regulations, and policies.
450. Governmental and Not-for-Profit Accounting (3)  
Prerequisite: ACC 314.  
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.
470. Advanced Financial Accounting (3) S  
Prerequisite: ACC 314.  
A comprehensive study of partnerships and consolidated

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## Course Offerings In Economics (ECO)

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

### 211. Principles of Macroeconomics (3) F

A first course in macroeconomic theory and policy. Principal topics include the market system, national income accounting,



Course Offerings in Marketing

(MKT)

( ) Hours C [redacted]; W–Winter; S–Spring; Su–Summer

328. Principles of Marketing (2) F, S

Explores 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)

Prerequisite: MKT 228

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.

335. Advertising Experience (3) F

The purpose of the course is to provide an experience that will introduce students to the “real world” of advertising. Methods used may include classroom discussion, research, case conference attendance, meeting with marketing and advertising professionals and visiting an advertising agency.

Prerequisite: MKT 228. A travel agency is required to travel to New York City. Travel cost estimated at \$1,000 per student (conference date to be announced).



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.