



MAJOR CHOSEN: BUSINESS ADMINISTRATION

I. A BRIEF DESCRIPTION OF THE MAJOR

The Business Administration major provides preparation for a broad range of business pursuits. Instruction in accounting, finance, marketing, operations, and international business provides the tools necessary for students to obtain entry-level positions in many different facets of business. In addition, the skills developed through this course of study prepare individuals to start and run their own businesses. Because of the comprehensive nature of the major, students should give strong consideration to graduate school opportunities following attainment of this degree.

II. COURSE HIGHLIGHTS

Here are some of the courses you will especially enjoy:

Principles of Management In this introductory course you will develop an understanding of the traditional management functions of planning, organizing, leading, and controlling. Emphasis is placed on applying these functions to the current challenges of today's businesses, particularly in the areas of organizational communication, process-centered operations, and total quality management. Case studies give students the opportunity to translate learning into real-world decisions and applications.

Accounting Two semesters of accounting will provide you with a necessary understanding of accounting procedures, journals, ledgers, corporate equity, bonds, manufacturing costs, cost/revenue relationships, analysis of financial statements, taxes, and much more.

Corporate Finance This course will instruct you in the principles and techniques of financial analysis, planning and control, working capital management, capital budgeting, long-term financing, and cost of capital.

Marketing This course will introduce you to the "customer side" of business, with emphasis on the marketing concept, market analysis, target marketing, market research, marketing strategies, and marketing plans.

Management Policies This capstone course will help you apply principles of strategic management to actual business situations. There will be special emphasis on ascertaining the nature of business problems and developing solutions in both technical and human terms using biblical ethics.



III. A TYPICAL YEARLY COURSE SEQUENCE

This is a suggested program of study for you. Other refinements to your program can be made when you consult your faculty advisor at the time of your enrollment.

You will notice that some courses are listed as electives. These electives give you the opportunity to tailor your program by selecting courses you would like to take for your own personal enjoyment.

Freshman

Orientation	1	Orientation	1
History of Civilization	3	History of Civilization	3
Old Testament Messages	1	New Testament Messages	1
Principles of Accounting I	4	Fundamentals of Speech	3
English Composition.....	3	Principles of Accounting II	4
Computer Applications Elective	<u>3</u>	English Composition.....	3
Total	15	Minor or Elective	<u>1</u>
		Total	16

Sophomore

Principles of Microeconomics	3	Principles of Macroeconomics	3
Principles of Management.....	3	General Psychology	3
Sophomore Bible Elective.....	1	Corporate Finance	3
Mathematics Elective	3	Principles of Marketing.....	3
English Literature.....	3	Sophomore Bible Elective	1
Computer Applications Elective	<u>3</u>	Minor or Electives	<u>3</u>
Total	16	Total	16

Junior

Christian Family Forum	1	Bible Doctrines.....	3
Bible Doctrines	3	International Business Elective	3
Organizational Behavior	3	Operations Management Elective	3
Finance Elective.....	3	Business Management Elective.....	3
Marketing Elective	3	Minor or Electives	<u>4</u>
Minor or Electives.....	<u>3</u>	Total	16
Total	16		

Senior

Elementary Statistics	3	Oral Communication for the Professions	3
Legal Environment & Ethics of Business	3	Business Law	3
Management Policies	3	Business Statistics	3
Upper-Level Bible Elective	2	Upper-Level Bible Elective.....	2
Business Management Elective	3	Business Internship	3
Business Internship	<u>3</u>	Minor or Electives.....	<u>2</u>
Total	17	Total	16



IV. FACILITIES, EQUIPMENT, AND OPPORTUNITIES

Internships The Division of Management coordinates both full-time and part-time internships for students who qualify. Full-time positions are open to seniors who make initial application during the second semester of their junior year. Faculty members match eligible students with participating local companies, and the students then work full-time for the first half of the spring semester. In the second half of the spring semester, specially tailored “block” classes meet other class requirements. Part-time positions are open to both juniors and seniors and may be completed while carrying a normal course load. Over the years, our interns have been placed with companies of all sizes. Quite often these internships lead to permanent job offers upon graduation.

One of the most important opportunities available in the comprehensive business major is the broad coverage given to the entire field of management. If you were to decide that financial management or operations management was more suited to your needs or if you just cannot make up your mind, this will create no problem. You have two full years to make a final decision on your major area. During these two years you will take more generalized business courses which will help you determine where your interests and abilities lie.

Completely equipped computer laboratories are available for your use. There are many academic computer labs conveniently located all over campus. They consist of various types of PCs, Apple Power Macs, and laser printers and are all interconnected via a Novell computer network.

Three computer laboratories are maintained for the use of business students. These laboratories are equipped with 90 laptop computers, 4 laser printers, and 1 color scanner.

Field trips are arranged throughout your program to various facilities where you will have the opportunity to observe current business procedures and environments.

As a part of the University Business Association, a campus organization comprised of students in the various business majors, you will have an opportunity to become acquainted with successful Christian business people who speak at the regular meetings. The emphasis of UBA is to help prepare you to be an effective testimony for Christ in the business world. In addition, this organization operates an Investment Club that manages a portfolio of real stocks.

The annual spring Bible Conference is one of the many exciting features of the University and Academy year. Your regular academic work will be suspended for the Conference, during which you will hear messages from outstanding Bible teachers, pastors, and evangelists.

Chapel is a central feature of Bob Jones University. This 35-minute service is held every morning, Monday through Thursday. These services are a source of great inspiration to students. Four days a week the Chapel message is brought by the President or by selected speakers. Each Friday the Chapel period is devoted to the meetings of various literary societies.

Davis Field House, with over 87,000 square feet and seating for 3,000 people, contains 4 full-sized courts; auxiliary courts; indoor and outdoor tracks; swimming pool; café; and a fitness center with fully-equipped exercise room, aerobic room, sauna, and whirlpool.



The Mack Library, with 90,000 square feet of floor space and seating for over 1,300 students, gives you access to 294,000 volumes, 1,100 current periodical subscriptions, and more than 17,000 music, speech, and language recordings. Mack Library offers access to over 65 electronic databases on the library web site. An interlibrary loan program is available through OCLC, a national database, for books not held in our library. Other prominent features include the Jerusalem Chamber, a replica of the room in Westminster Abbey in London in which work was done on the 1611 King James Bible, and the University Archives Room which displays materials about the Founder and history of the University.

If you are planning to live on campus, you will be glad to know that all of our residence halls are air-conditioned, have wall-to-wall carpeting, and have a phone in each room. You will be able to make long-distance calls directly from your room and have them automatically placed on your school bill. Computer network connectivity is available in all residence halls, as well.

All of our classrooms are air-conditioned, and there are awnings over the sidewalks to keep you dry when it is raining. The Dining Common serves 8,500 delicious meals a day, and the Snack Shop and Bookstore in the Student Center carry just about anything you'll need. You will find the finest Christian young people in the country are your fellow students, and without trying too hard, you may end up making a life-long friend!

V. ABOUT THE FACULTY

You will receive a quality biblical based education from our nineteen business faculty members. Their breadth and depth of teaching and professional work experience prepares you to be a Christian business person in your chosen field. The faculty has over 230 years of teaching experience and hold graduate degrees from a wide variety of universities including: Virginia Tech, Duke University, Clemson University, Embry-Riddle Aeronautical University, Ball State University, University of Georgia, University of Houston, University of Toledo, Arizona State University, and Bob Jones University. Professionally, they have also accumulated over 300 years of business experience in all sectors of business which include accounting, manufacturing, administrative services, information technology, government, insurance, and financial services.

Some business faculty members are entrepreneurs and others have been in leadership positions from entry-level to the executive boardroom. Their professional certifications include CPA (Certified Public Accountant), CFP (Certified Financial Planner), CLU (Chartered Life Underwriter), CGFM (Certified Government Financial Manager) and PMP (Project Manager Professional). Many have been recognized in Who's Who in American Colleges and Universities, Who's Who in America, Who's Who in the Midwest, Who's Who in Business, or Business Week's "Up and Comers." As well, many have held offices in professional organizations and have been recognized for their community service.

More importantly, the business faculty's leadership in local church ministries as deacons, elders, trustees, Sunday School teachers, and youth sponsors provides a role model for service and ministry.



VI. CAREER OPPORTUNITIES AND PLACEMENT

Each year over 60 businesses and 150 Christian Schools/Mission Boards/Christian Organizations recruit our graduates for positions that include:

Banking	Financial analyst	Purchasing
Insurance sales	Inventory control	Loan officer
Insurance adjuster	Logistics	Manufacturing
Credit analyst	Financial consulting	Retail management
Credit counselor	Real estate	Executive recruiting
Market research	Retail merchandising	International banking
Pharmaceutical sales	Human resources	Market analyst
Church business manager	Christian school administration	

VII. BJU: AN AFFORDABLE EDUCATION

Enclosed is an expense sheet detailing the cost of attending Bob Jones University. When you compare our charges to those of other private colleges, we think you will be pleasantly surprised. We believe we offer a student more value for his dollar than anyone else in America. And to help you see how affordable "the Opportunity Place" can be for you, we have enclosed a financial aid brochure that you can use to evaluate your own situation. Your Admissions Counselor or the Director of Student Financial Aid would be happy to discuss this with you if you have any questions.

HOW TO TAKE THE NEXT STEP . . .

If you can see yourself in the career described in the profile, then a great opportunity awaits you at Bob Jones University. It is the opportunity for the premier Christian college experience in all the world. It is the opportunity for learning, for fun, and for developing new friendships. It is the opportunity to prepare for a lifetime of service for the Lord . . .

The Opportunity Place . . . God's Special Place for You.