

# Economics and Business

Effective July 1, 2001, the School of Global Commerce and Management will comprise the undergraduate Department of Economics and Business Management, the Organizational Management Program (a program for the adult learner seeking a baccalaureate degree), and the Master of International Management (M.I.M.) Program.

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## Prerequisites for all Department Majors and Minors

A grade of C or better is required for all prerequisites.

1. Prior to the sophomore year:

CS 170 Introduction to Computer Information Systems ..... 3

One of the following: ..... 4

MA 108 Finite Mathematics

MA 109 Algebra and Trigonometry

MA 110 Calculus I

2. Prior to or during the junior year:

MA 256 Probability and Statistics ..... 3

## Requirements for a Business Management Major, B.A. (38)

BU 230	Financial Accounting .....	4
BU 231	Managerial Accounting .....	4
EC 210	Principles of Microeconomics .....	3
EC 211	Principles of Macroeconomics .....	3
BU 318W	Marketing .....	3
BU 340	Business Law .....	3
BU 357	Financial Management .....	3
BU 374	Principles of Management .....	3
BU 376	Operations Management .....	3
BU 410	Business Policy .....	3
BU 425	Organizational Behavior .....	3
BU 450W	Social and Ethical Issues in Business .....	3

## Requirements for an Economics Major, B.A. (31)

EC 210	Principles of Microeconomics .....	3
EC 211	Principles of Macroeconomics .....	3
BU 230	Financial Accounting .....	4
EC 320	Intermediate Microeconomic Analysis .....	3
EC 321W	Intermediate Macroeconomic Analysis .....	3
EC 365W	History of Economic Thought .....	3
	Four additional upper-division economics courses .....	12

## Requirements for Accounting Major, B.A.\* (53)

\*At the time of publication, a combined accounting major and master of accounting program was being developed with Gonzaga University. Contact the department for details.

BU 230	Financial Accounting .....	4
BU 231	Managerial Accounting .....	4
EC 210	Principles of Microeconomics .....	3
EC 211	Principles of Macroeconomics .....	3
BU 332	Cost Accounting .....	3
BU 333	Accounting Systems and Theory .....	3
BU 334	Intermediate Accounting I .....	3
BU 335	Intermediate Accounting II .....	3
BU 336	Introduction to Taxation .....	3
BU 340	Business Law .....	3
BU 357	Financial Management .....	3
BU 374	Principles of Management .....	3
BU 466W	Principles of Auditing .....	3
	One of the following: .....	3
BU 431	Managerial/Cost Case Analysis	
BU 434	Advanced Accounting I	
BU 435	Governmental and Not-for-Profit Accounting	
BU 436	Advanced Taxation	
	Take three of the following courses: .....	9
BU 318	Marketing	
BU 376	Operations Management	
BU 410	Business Policy	
BU 440	Advanced Business Law	
BU 450	Social and Ethical Issues	
EC 320	Intermediate Micro Economics	
EC 321	Intermediate Macro Economics	
EC 301	Money and Banking	

## Requirements for an International Business Major, B.A. (44-46)

BU 230	Financial Accounting .....	4
BU 231	Managerial Accounting .....	4
EC 210	Principles of Microeconomics .....	3
EC 211	Principles of Macroeconomics .....	3
BU 318W	Marketing .....	3
BU 340	Business Law .....	3
BU 357	Financial Management .....	3
BU 374	Principles of Management .....	3
EC 416	International Trade and Finance .....	3
PO 151	International Relations .....	3
SP 398	Intercultural Communications .....	3
Two intermediate-level foreign language courses .....		6-8
One of the following: .....		3
One department-approved cross-cultural experience (students with one year of study abroad may request approval for having fulfilled this requirement):		
HI 245	Cultural History of China and Japan	
HI 325W	History of Latin America	
PO 340	Contemporary Africa	
PO 341	Contemporary South Africa	
PO 346	Contemporary China and East Asia	
PO 366	Modern Russia and the Soviet Union	
SO 238	Sociology of Middle-Eastern Society	

## Requirements for an Accounting Minor (20)

BU 230	Financial Accounting .....	4
BU 231	Managerial Accounting .....	4
BU 332	Cost Accounting .....	3
BU 333	Accounting Systems and Theory .....	3
BU 334	Intermediate Accounting I .....	3
BU 335	Intermediate Accounting II .....	3

## Requirements for a Business Management Minor (22)

BU 230	Financial Accounting .....	4
BU 318W	Marketing .....	3
BU 340	Business Law .....	3
BU 374	Principles of Management .....	3
EC 210	Principles of Microeconomics .....	3
One of the following: .....		3
BU 357	Financial Management	
BU 376	Operations Management	
BU 410	Business Policy	
BU 450W	Social and Ethical Issues in Business	

## Requirements for an Economics Minor (19)

BU 230	Financial Accounting .....	4
EC 210	Principles of Microeconomics .....	3
EC 211	Principles of Macroeconomics .....	3
EC 320	Intermediate Microeconomic Analysis .....	3
EC 321W	Intermediate Macroeconomic Analysis .....	3
One additional upper-division economics course .....		3

## Requirements for a Marketing Minor (22)

EC 210	Principles of Microeconomics .....	3
BU 230	Financial Accounting .....	4
BU 318W	Marketing .....	3
BU/JMC 490	Marketing Internship .....	3
JMC125	Writing for Mass Media .....	3
JMC244	Publicity and Public Relations .....	3
One of the following courses: .....		3
BU 338	Personal Selling	
BU 348	Promotion and Advertising	

## Business Management Courses

<b>BU 110</b>	<b>Introduction to Business</b>	<b>3</b>
An overview of the total business enterprise in an international environment. Organization, finance, marketing, product planning, governmental influences and socially responsible management. Periodic offering.		
<b>BU 196</b>	<b>Topics in Business Management</b>	<b>1-3</b>
Selected lower-division topics in business management. Periodic offering.		
<b>BU 220, 420</b>	<b>Personal Financial Management</b>	<b>3</b>
Practical information in the handling of personal business affairs. Career planning; insurance (life, health, property); home-buying or renting; investing in stocks, bonds and real estate; estate planning. No prerequisites for lower division. Upper-division credit by permission. Periodic offering.		
<b>BU 230</b>	<b>Financial Accounting</b>	<b>4</b>
A study of the fundamental processes of accounting applied to services and merchandising proprietorships, partnerships and corporations. Analyzing, classifying and recording business transactions; preparation and analysis of financial statements. Prerequisite: MA 108. Fall semester.		
<b>BU 231</b>	<b>Managerial Accounting</b>	<b>4</b>
Introduction to ways in which management uses accounting information for planning, pricing and controlling and for many special decision-making situations. Prerequisites: MA 108 and BU 230. Spring semesters.		
<b>BU 248</b>	<b>Computerized Business Analysis</b>	<b>3</b>
Solutions to business problems using the computerized spreadsheet, elementary database and presentation software. Prerequisites: CS 170 and BU 230, or by permission. Periodic offering.		
<b>BU 315</b>	<b>Funding and Grant-Writing</b>	<b>3</b>
Identification of potential sources and preparation of application documents. Analysis of successful grants and assistance from local resources. Periodic offering.		
<b>BU 318W</b>	<b>Marketing</b>	<b>3</b>
A study of the issues and principles of marketing; planning and executing the organization's product, pricing, promotion and distribution of products to satisfy consumers' needs and wants. Prerequisite: BU 230 and junior standing. Fall and spring semesters.		
<b>BU 330</b>	<b>Fund Accounting and Budget Management</b>	<b>3</b>
Overview of the accounting procedures associated with governmental and agency needs. Preparation of required reports and related documents; special focus on monitoring performance. Periodic offering.		

- BU 332 Cost Accounting** **3**  
 Emphasis on the mechanics and applications of accounting principles and concepts for planning, control and decision-making. Cost behavior, cost-volume-profit relationships, responsibility accounting, standard costing, budgeting, relevant costing for non-routine decisions, capital budgeting. Prerequisites: BU 230 and BU 231, junior standing, or by permission. Spring semester.
- BU 333 Accounting Systems and Theory** **3**  
 Foundations of accounting concepts and theories with emphasis on the role of information in decision making within and about organizations. Introduction to accounting systems controls and designs. Prerequisites: BU 230 and BU 231, or by permission. Fall semester.
- BU 334, 335 Intermediate Accounting I, II** **3**  
 Modern accounting theory and practice. Analysis underlying the determination of income and asset evaluation. Analysis of financial statements; special financial accounting and reporting problems. New GAAP guidelines. Prerequisites: BU 230 and BU 231. Fall and spring semesters.
- BU 336 Introduction to Taxation** **3**  
 A study of the concepts involved in determination of federal income tax liability, preparation of tax returns. Individual tax problems, tax planning. Introduction to corporation taxes. Prerequisite: BU 230 and BU 231. Fall semester.
- BU 338 Personal Selling** **3**  
 Examine and practice the elements of successful professional selling, including sales skills and styles, organization, time management, ethics, prospective customer-needs analysis and proposal writing. Emphasis is on how to sell; includes student participation. Prerequisite: BU 318W or by permission. Periodic offering.
- BU 340 Business Law** **3**  
 A consideration of the laws affecting business transactions. Introduction to law, court systems, torts, criminal law, contracts, sales and real property. Prerequisite: sophomore standing. Fall and spring semesters.
- BU 348 Advertising/Promotion** **3**  
 An in-depth study of consumer behavior and promotion strategy. Prerequisite: BU 318W, or by permission. Periodic offering.
- BU 357 Financial Management** **3**  
 Analysis of role of chief financial officer. Study of the tools of financial analysis and decision-making. Emphasis on management of revenues and expenses, assets and liabilities. Included will be raising of capital from the sale of stocks and bonds. Prerequisites: BU 231, EC 210, EC 211, and junior standing. Fall and spring semesters.
- BU 363W Small Business Management** **3**  
 Comprehensive coverage of all the operational areas involved in selecting and getting a business started. Business plans, funding and market analysis are included. Local resources utilized to share opportunities and problems. Prerequisites: BU 230, EC 210 or EC 211, and junior standing, or by permission. Periodic offering.
- BU 368 Marketing Research** **3**  
 Study the marketing research process as applied to managerial decision-making. Included will be research design for primary and secondary data, survey methods, test marketing and questionnaire design, sampling, data analysis and presentation. Prerequisites: BU 318W and MA 256. Periodic offering.
- BU 373 Human Resources Management** **3**  
 Areas of management related to obtaining and maintaining effective human resources. Discussion, speakers and actual cases. Prerequisite: junior standing or by permission. Periodic offering.

- BU 374 Principles of Management** 3  
A study of the theory and practice of management of organizations, with emphasis on strategy, structure, effective use of human resources, planning, organizing, integrating and controlling functions. Prerequisite: junior standing. Fall and spring semesters.
- BU 376 Operations Management** 3  
Decision-making involving the management of all aspects of operations in both large- and medium-sized business organizations and in product and service companies. Study of the quantitative tools used in making these analyses and decisions. Prerequisites: MA 108, MA 256, and junior standing. BU 374 is recommended. Fall and spring semesters.
- BU 378 Marketing Management** 3  
A study of marketing strategy, policy and programs, and of their implementation. Management of sales personnel. Prerequisite: BU 318W. Periodic offering.
- BU 396 Topics in Business Management** 3  
Selected upper-division topics in business management. Periodic offering.
- BU 410 Business Policy** 3  
Capstone course for business majors, integrating the functions of marketing, operations and finance from the strategic vantage point of the general manager. Case studies. Prerequisites: BU 357 and BU 374. Fall and spring semesters.
- BU 425 Organizational Behavior** 3  
A general descriptive and analytical study of organizations from the behavioral science perspective. Problems of motivation, leadership, morale, social structure, groups, communications, hierarchy and control in complex organizations. Interaction among technology, environment and human behavior. Alternate theoretical models. Recommended prerequisite: BU 374. Fall and spring semesters.
- BU 431 Managerial/Cost Case Analysis** 3  
In-depth study of cost data for planning and control through use of case studies. Includes value of information-theory systems design and decision models relating to control of costs. Prerequisite: BU 332. Periodic offering.
- BU 434 Advanced Accounting I** 3  
Emphasis on intercorporate investments and preparation of consolidated financial statements. Introduction to advanced topics and current problems in financial accounting, partnership accounting, reporting theory and practice, including foreign currency transactions. Prerequisites: BU 334 and 335. Periodic offering.
- BU 435 Governmental and Not-for-Profit Accounting** 3  
A study of accounting and financial reporting standards for governmental and not-for-profit organizations. Prerequisite: BU 334 or BU 335, or by permission. Periodic offering.
- BU 436 Advanced Taxation** 3  
A continuing study of the concepts involved in determination of federal income tax liability and preparation of tax returns. Partnership and corporate tax problems, tax planning, introduction to tax research included. Prerequisite: BU 336. Periodic offering.
- BU 440 Advanced Business Law** 3  
A continuing study of the laws affecting business transactions. Introduction to commercial transactions including the Uniform Commercial Code, various advanced topics such as environmental, computer, employee and international laws. Useful for accounting majors. Prerequisite: BU 340. Periodic offering.
- BU 450W Social and Ethical Issues in Business and Economics** 3  
Contemporary social, political, environmental and ethical forces affecting today's business and economic world. Seminar format. Dialogue with top local business, government and union leaders. Also listed as EC 450W. Fall and spring semesters.

**BU 455 Chaos Theory, Leadership and Management 3**

A capstone course in leadership theory. Application of theory and practice to personal philosophy of leadership and how that applies to future (a)vocational objectives. Translation of theory into practice through a major course proposal. Project. Periodic offering.

**BU 466W Principles of Auditing 3**

Standards, objectives and ethics for auditors in public accounting. Reporting standards, internal control, evidence and statistical sampling. Prerequisite: BU 334, or by permission. Spring semester.

**BU 473 Applied Human Resource Management 3**

Emphasis on comprehensive case analysis, presentation of special related topics and use of computer-assisted cases. Current issues covered in presentations by professionals in the field. Prerequisite: BU 373 or by permission. Periodic offering.

## Economics Courses

**EC 210 Principles of Microeconomics 3**

Economics of the consumer and the firm; principles of market supply and demand and the determination of prices; analysis of competitive, monopolistic and oligopolistic markets; labor and other resource-input markets. Prerequisite: MA 108. Fall semester.

**EC 211 Principles of Macroeconomics 3**

Examination of problems of unemployment, inflation, productivity and economic growth; measurement of national income; Keynesian and classical theories of national income determination; fiscal and monetary policies and their implications; international economics. Prerequisite: MA 108. Spring semester.

**EC 245, 345 Economics of Social Issues 3**

Economic thinking about social problems such as population growth, price controls, poverty, higher education, energy, crime, pollution, consumerism, health care, social and economic inequality, unemployment, inflation, taxation and the public debt. Periodic Jan Term offering.

**EC 301 Money and Banking 3**

Nature, function and regulation of money and credit. Review of the financial institutions that control domestic and international monetary policy. Prerequisites: BU 230, EC 210, and EC 211. Spring semester.

**EC 320 Intermediate Microeconomic Analysis 3**

Theory of consumer and producer behavior; determination of price under various market structures; resource allocation and income distribution; general equilibrium analysis; application of economic principles to social problems. Prerequisites: EC 210 and 211. Fall semester.

**EC 321W Intermediate Macroeconomic Analysis 3**

Analysis of Keynesian, classical and other models of national income determination; fiscal and monetary policy; evaluation of the impact of international trade and capital flows on national income; theories of economic growth; macroeconomic history of the U.S. Prerequisites: EC 210 and 211. Spring semester.

**EC 345 See EC 245.**

**EC 365W History of Economic Thought 3**

Origins and development of economic thought from the early Greeks through the scholastics and mercantilists; emphasis on classical economics and criticisms of it; neoclassical theory. Also includes an overview of economic history of Europe, U.S.A., and Japan. Prerequisites: EC 210 and EC 211, or by permission. Spring semester.

**EC 416 International Trade and Finance 3**

Classical and modern theories of international trade; analysis of tariffs and other trade restrictions; balance of payments; foreign exchange-rate determination; relationship between national income and balance of payments; applications to current issues in international economics. Prerequisites: EC 210 and EC 211. Fall semester.

**EC 425 Economic Development 3**

Theories of economic growth and development focusing on the Third World; measurement of economic development; roles of economic systems, culture, resources, human capital, technology, foreign trade, foreign aid, foreign investment; economic appraisal methodology. Prerequisites: EC 210 and EC 211. Spring semester.

**EC 450W See BU 450W.**

**EC 470 Senior Thesis 3**

Taught on a tutorial basis. Preparation of research in an area of the student's interest. Prerequisite: EC 320 and EC 321W, or by permission.

## **Organizational Management**

### **Degree Completion Program Courses**

Courses are limited to students enrolled in the organizational management degree completion program through Continuing Studies. Each course is a prerequisite for the course that follows. A passing grade must be achieved in order to continue on to the next course. A failing grade (F) will necessitate withdrawal from the program.

**BU 352 Human Behavior in Organizations 3**

This course is designed to provide theoretical perspectives and empirical knowledge regarding human behavior as it relates to the organization. Emphasis on the impact and implications of individual values, perceptions, motivation, diversity, growth and development as it relates to organizational culture and expectations.

**BU 353W Organizational Development and Change 3**

Course examines organizational theory, development and change from several different perspectives, or "frames": 1) structural, 2) human resources, 3) political, and 4) symbolic. Leadership and development of organizational strategies and objective setting will be explored.

**BU 354 Human Resource Development 3**

Changes in our social and economic environment have resulted in changes in the management of an organization's human resources. This course is designed to provide a contemporary view of human resource management. Emphasis is placed on the basic function of human resource management, i.e. planning, recruitment, selection, training, performance appraisal, compensation, and union/management relations.

**BU 355 Accounting, Budgeting and Control 3**

This course will examine "the language of business" and provide an overview of the data-gathering, reporting and controlling processes in both the for-profit and the nonprofit organization.

**EC 356 Applied Economic Principles 3**

Course will explore national economic factors, the impact of government policy, and the driving force of all economic decision-making to analyze how and why consumers and businesses make the choices they do. Decision-making in light of scarce resources will be examined.

**BU 457 Employment Laws and Regulations 3**

An exploration of employment legislation as it pertains to human resource policies and practices, including Affirmative Action, the Occupational Safety and Health Act, equal employment opportunity, unemployment, labor and industries, and workers' compensation laws.

**BU 458 Application of Management Principles 3**

This course provides the student an opportunity to explore and apply core management theories with an application orientation in regard to individual and group behavior, operational and strategic planning, different organizational structures, and performance measurement and control in a changing work environment.

**BU 459 Management of Innovation and Technology 3**

Examines information and skills needed by management to make effective and informed decisions in regard to technological issues. Components include technology literacy, technological innovations, and strategic technology management. Consideration is given to concepts, tools, perspectives and roles useful to the management of technology, strategy and innovation.

**BU 461 Ethics in Management 3**

This course raises foundational issues in connection with ethical values, and applies those values in the context of organizations. Ethical principles and the process of application of those principles are addressed, integrating Christian principle with standard ethical inquiry.

**BU 462 Applied Research 3**

Examination of the role of research in managerial and organization planning and decision-making, including various research approaches and designs. Methodologies, techniques and examples that aid in sound strategic management practices will be reviewed.

**SP 351 Group Dynamics 3**

A focus on group behavior and on how group functioning affects organizational effectiveness. Emphasis on effective group processes for role clarification, decision-making, problem-solving, conflict resolution and group communications. Students develop communication strategies and application of concepts through completion of a small-group project.

**SP 460 Principles of Human Communication 3**

Explores the importance of constructive communication in effective management. Theories of successful interpersonal communication will be covered and opportunities given for students to enhance professional communication skills and abilities through discussions, an oral presentation, and a written paper.

**Directed Studies**

Independent Studies (191, 291, 391, 491); Readings (386, 486); Internships (290, 490); Field Studies (280, 480); and Teaching Assistantships (395, 495). See Page 169 for details.