
Business Administration (major and minor)

Department of Business and Economics: Kenneth J. Bates, chair. Paul D. Young, Associate Dean

Faculty: Kenneth J. Bates, Robert A. Black, Katherine A. Buvoltz, Richard A. Halberg, Daniel C. Minchen, Lois A. Ross

Web site: www.businessathoughton.com

E-mail: business@houghton.edu

Phone: 585.567.9440

Mission: To develop the character and intellect of our students and to equip them with skills to be Christ-like scholar-servants who will steward resources of for-profit, not-for-profit, and service organizations.

Major: BS (46 hours plus 6 in pre-co-requisites).

Pre/co-requisites:

BADM 45	Spreadsheet Competency	0
ECON 201	Intro to Economics	2
ECON 210, 211	Principles of Micro and Macroeconomics	2, 2
	Pre/co-requisite total.....	6

Major core courses:

ACCT 211	Financial Accounting.....	3
ACCT 212	Managerial Accounting	3
BADM 212	Principles of Management.....	4
BADM 218	Marketing Principles.....	4
BADM 213 or 214	Business Law I or II.....	4
BADM 309	Statistics.....	4
ECON xxx	Economics elective	2
BADM 406	Financial Management.....	4
BADM 481	Business Strategy and Policy (Senior Capstone)	4
BADM 421	Internship in Business	2
	Total.....	34

Elective Business courses: 12 hours from the courses below.

Elective hours may be used to develop a focus in any of the following six areas by taking 8 hours in one area.

Economics:

ECON 301	Money, Banking & Financial Markets	3
ECON 310	Intermediate Microeconomics	1
ECON 311	Intermediate Macroeconomics	1
ECON 313	American Economic History I (Colonial Era to 1865)2	
ECON 314	American Economic History II (from 1865 to present)2	
ECON 315	Economics of Organization & Strategy.....	2
ECON 350	Economic Freedom	2
ECON 401	Monetary Theory and Policy	1
ECON xxx	Economics Elective	2

Management:

BADM 301	Business Communication	2
BADM 303	Entrepreneurship	2
BADM 314	Human Resources Management **	4
BADM 317	Management Information Systems	4
BADM 320	Leadership Development	4
BADM 330	Operations Management	4

Marketing:

BADM 312	Advertising Principles **	2
BADM 301	Business Communication	2
BADM 315	Public Relations.....	4
BADM 319	Marketing Research	2
BADM 340	eCommerce.....	2

Finance:

ECON 301	Money, Banking & Financial Markets	3
ECON 401	Monetary Theory and Policy.....	1

BADM 302	Investment Management.....	4
BADM 431	Security Analysis & Portfolio Management	1-4
International Business:		
IBI 331, 339, 350, 390	International Business Institute	12
ECON 212	International Economics	2
BADM 313	International Business	2
BADM 340	eCommerce	2
	an approved cross-cultural experience	2
International Economics:		
ECON 212	International Economics	2
ECON 237	Comparative Economics Systems	2
BADM 313	International Business	2
ECON 350	Economic Freedom	2
	an approved cross-cultural experience	2
	<i>**required for concentration</i>	

Internships are required of all students majoring in business. Practical experience provides an excellent opportunity to link the theory of the classroom with our work and practice. In addition, practical application may provide learning opportunities that cannot be duplicated in the classroom. For this reason all business majors are required to graduate with a minimum of two hours but not more than six hours of internship experience.

Many students will meet the internship requirement through some type of work done for a corporation, small business or not-for-profit organization. These experiences may occur in conjunction with other coursework taken during the fall or spring semester or during Mayterm or the summer. In all cases the emphasis of the work which makes it eligible for credit must be on what is learned through the experience.

All internship experiences must be pre-certified and follow department guidelines to meet the internship requirements. Students wishing to earn credit-hours for internships conducted over the summer will pay normal summer tuition rates. Students may also apply up to four (4) unused credit-hours purchased in the preceding school year. One may apply to have an internship meet the requirement for an internship without earning credit but the experience must still be pre-certified by the department designated internship supervisor and meet all other internship requirements.

Select courses may fulfill the internship requirement if the focus is on practical application of material that has been studied and involves activity similar to that in the workplace. Examples of courses that do this include:

BADM 431 - Security Analysis & Portfolio Management – Students in the course are members of the Student Investment Group and manage an equity portfolio on behalf of Houghton College. The students analyze stocks and make buy/sell decisions under faculty supervision.

ACCT 323 – Tax Practicum – Students prepare tax returns through the VITA (Volunteer Income Tax Assistance) Program of the Internal Revenue Service.

BADM 410 – Free Enterprise and Value Creation – This select group of students meets once a week in a collaborative workshop growing and managing on-campus businesses under the umbrella of *Houghton Student Enterprises*.

These courses may be taken multiple semesters to meet the two hour internship minimum.

Other courses may meet the requirement if their primary focus is the practical application. Examples are the ST: *Field Audit* conducted for SIL/Wycliffe in Ivory Coast and Thailand. As illustrated by these courses, in order for any course to meet the internship requirement the intent of the course must be service learning through the application of principles learned in the classroom. Courses with a hands-on component or service learning project are encouraged in the curriculum but they do not meet the internship requirement.

Minor: (15 hours)

Required:

ECON 201	Introduction to Economics	2
ACCT 211	Financial Accounting	3
BADM 212	Principles of Management.....	4
Plus 6 hours in business courses numbered 200		
or above (except BADM/ECON 309).....		

Management Minor: (16 hours)

A management minor provides students from various majors with some of the background and expertise they may need for supervisory and administrative roles in a variety of organizations. In particular, the minor may prove helpful to those assuming duties in church, para-church and other service organizations.

Required:

BADM 212	Principles of Management	4
BADM 314	Human Resources Management	4
BADM 202	Accounting and Finance for Non-financial Managers <i>or</i>	2
ACCT 211	Financial Accounting	3
	Total required	10-11

Additional hours selected from

BADM 301	Business Communication	2
BADM 303	Entrepreneurship	2
BADM 320	Leadership Development	4
	Total additional hours.....	6

4 + 1 Accelerated MBA

Five Years, Two Degrees. Houghton has established agreements with selected graduate schools whereby qualified students who have earned a Bachelor of Science degree in business can accelerate their MBA degree program. Students can waive certain MBA foundation courses, allowing them to complete a MBA in one year. Depending on the school, a grade of "B" or better in the designated undergraduate courses is needed to waive graduate level coursework. The courses must also be no older than five years upon matriculation into the MBA degree program. Students can consult with their advisor to obtain information about the courses selected for this program.

Houghton currently has 4+1 agreements with Alfred University, Clarkson University, Niagara University, and Rochester Institute of Technology.

Spreadsheet Competency Requirements (required of all majors in the Department of Business and Economics)

All students majoring in any program of the Department of Business & Economics must meet a spreadsheet competency requirement. Specifically this competency is a prerequisite for certain courses such as ACCT 212 Managerial Accounting, BADM 309 Statistics, BADM 406 Financial Management, and BADM 481 Business Strategy & Policy.

The ways in which you may document your competency are:

1. Satisfactory completion of a college-level course (at Houghton College or elsewhere), a major portion of which is in the development of spreadsheet competency.
2. Satisfactory completion of a non-college level training course in the use of such software which requires at least 8 hours of instruction and is evidenced by a certificate or other written documentation, copies of which must be provided to Houghton College.
3. Satisfactory completion of the Houghton College competency examination on the use of Microsoft Excel®.
4. A letter on company letterhead from your employer attesting to your proficiency with Microsoft Excel® or an equivalent spreadsheet application as evaluated by the department faculty.

COURSE DESCRIPTIONS

BADM 45 Spreadsheet Competency (0)
See description above.

BADM 102 Personal Finance (2, S)
Basic understanding of Christian perspectives toward stewardship, including the management of money & credit, insurance, budgeting, investment, and retirement planning. Elective credit only.

BADM 103 Introduction to Business (2, OD)
Business operation, terminology, practices, and career opportunities. A survey course designed to give those interested in the business discipline an overview of what business is all about. A general survey of the entire field of business and management in the free enterprise system.

-
- BADM 202 Accounting and Finance for Non-Financial Managers** (2, F)
An introduction to the accounting and finance concepts most often used by managers including understanding and analysis of financial statements, budgeting, working capital management, and financing alternatives.
- ACCT 211 Financial Accounting** (3, F)
Basic theory and practices of financial accounting. Emphasis on the proper recording of business transactions and understanding the effect transactions have on the financial statements of proprietorships, partnerships, and corporations. Includes analysis of key financial statement data. Prerequisite: Spreadsheet Competency.
- ACCT 212 Managerial Accounting** (3, S)
Basic theories and practices of providing accounting information for use by decision makers within the organization. Prerequisite: Spreadsheet Competency and ACCT 211.
- BADM 212 Principles of Management** (4, F&S)
Familiarizes students with the knowledge, roles, responsibilities, and skills required of new managers. Special attention is given to managerial decision-making, problem-solving, information, and human resources issues.
- BADM 213 Business Law I** (4, F11, F13)
An introduction to basic legal environment of business, contracts, sales and leases, and negotiable instruments.
- BADM 214 Business Law II** (4, F12, F14)
Basic law covering forms of business organization, agency, bankruptcy, government regulations, and professional liability.
- BADM 218 Marketing Principles** (4, F&S)
Factors in product development, pricing, distribution, and promotion of consumer and business goods and services.
- BADM 220 Advanced Computer Applications** (4, OD)
Mastery of programs and processes of selected business computer applications. Develops skills in charting, tracking and setting deadlines using project based software. Students will learn how to organize large volumes of data in a manner that facilitates access, reporting, and summarizing to support business decisions.
- BADM 301 Business Communication** (2, F)
A study of communication theory and principles as applied to business writing and oral communication. Community: Communication.
- BADM 302 Investment Management** (4, S)
A study of stocks, bonds, mutual funds, commodities, real estate, investment analysis, and portfolio theory. Prerequisite: ACCT 211, 212 or permission.
- BADM 303 Entrepreneurship** (2, F11, F13)
A study of entrepreneurship identifying an industry niche and the basics of starting and running a small business. Special emphasis given to business plan development.
- BADM 309 Statistics** (4, F&S, 3, M)
Descriptive and inferential statistics: Measures of central tendency and variability, discrete and continuous probability functions, sampling, estimation, hypothesis testing, correlation, regression, Chi Squared, ANOVA. (Also listed in, ECON, PSY, SOC) Prerequisite: Spreadsheet Competency. Quantitative Literacy Competency: Math.
- BADM 312 Advertising Principles** (2, F)
(See description under the Communication major, COMM 312.) Prerequisite: BADM/COMM 218.
- BADM 313 International Business** (2, S12)
An examination of the variations in business management and practices in developed and less developed countries around the world. Prerequisites: BADM 212, ECON 210, or permission.
- BADM 314 Human Resources Management** (4, F)
The historical development of human resources management, its context and scope, along with an in-depth coverage of such topics as planning, recruiting, selection, training, supervising, motivation, compensation, benefits, performance appraisals, discipline, and leadership. Prerequisite: BADM 212 or permission.

BADM 315 Public Relations Principles (4, F)

An overview of the development, management and implementation of professional public relations programs designed to create, enhance or protect the reputations of businesses or organizations. The course explores the roots of PR and proceeds to study research methods, communication strategies and relationship-building efforts with publics that are critical to the organization's success in the marketplace. Prerequisite: BADM/COMM 218.

BADM 317 Management Information Systems (4, S13, S15)

Design, maintenance, monitoring of information systems. Includes systems and audit concepts. Prerequisites: Spreadsheet Competency, ACCT 211, 212.

BADM 319 Marketing Research (2, S)

Study of the techniques used in collection and analysis of secondary and primary data and use of that format for decision-making in marketing environment. Student teams work on real business marketing research projects. Prerequisites: BADM 309, BADM 218.

BADM 320 Leadership Development (4, S13, S15)

A study of the principles of leadership found in biblical leaders, throughout history, and in our own lives. Designed as an interdisciplinary course, specifically to help guide personal understanding both of leadership responsibilities and leadership abilities. It is not intended only for individuals who aspire to positions of leadership or just for those who think they have what are normally considered "leadership" abilities. It is intended for anyone seeking to understand how to better be able to influence others for good, regardless of their profession, position, gifts, or calling.

BADM 330 Operations Management (4, S12, S14)

Management of processes or systems that create goods or provide services. Includes the basics of forecasting, capacity planning, scheduling, inventory management, total quality management, and supply chain management. Prerequisites: ACCT 212, Quantitative Literacy Competency: Math, Spreadsheet Competency.

BADM 340 eCommerce (2, S12, S14)

A course designed to give you exposure, understanding, and know-how in the ways the Internet is transforming and facilitating key functions of business. Exploration of the organizations that have succeeded and those that have failed. Understanding the eCommerce strategies companies employ. Covers the technological features that make eCommerce both possible and challenging. Implications in computer science, accounting, marketing, human resources, management, finance, economics, and international business.

BADM/ECON 350 Economic Freedom (2, S)

A study of the factors which relate to why some economies prosper while others struggle to meet the basic needs of their citizens. Common misconceptions and proposed solutions are explored in an effort to determine how effectively to address poverty around the world.

BADM 406 Financial Management (4, F)

Financial analysis, budgeting, working capital management, capital budgeting, sources of financing, cost of capital. Prerequisite: Spreadsheet Competency, ECON 210, ACCT 211, 212 or permission.

BADM 410 Free Enterprise and Value Creation (0-1, F/S)

An advanced course for students focused on entrepreneurship or small business management. Students work collaboratively with faculty in researching, planning, and implementing start-up business opportunities on campus. Sustainable businesses are then operated and managed under the umbrella of *Houghton Student Enterprises*, an agency of the Department of Business and Economics. By application only. The course may be taken multiple semesters for four credit hours toward graduation and counts as internship credit.

BADM 421 Internship in Business (P/F) (0-6, F, S, or Summer)

Supervised experience in a business firm combining practical activities with integrating studies.

BADM 431 Security Analysis & Portfolio Management (.5-1, F&S)

An advanced investment course in which students that have excelled in business, economics, and/or accounting courses manage a portion of the Houghton College stock portfolio under faculty supervision. By application only. This course may be taken multiple semesters for a maximum of four (4) credit hours toward graduation.

BADM 481 Senior Capstone: Business Strategy & Policy	(4, S)
Integrates social responsibility and ethics with instruction in the strategic planning process. Ethical core values act as guidelines for development of organizational plans. (Seniors only, except by permission.) Prerequisite: Spreadsheet Competency.	
BADM 191, 291, 391, 491 Independent Study	(1, 2, 3, or 4)
BADM 295, 395, 495 Special Topics	(1, 2, 3, or 4)
Group study of special topics.	
BADM 496 Honors in Business	(4, S)

Chemistry (majors and minor)

Department of Chemistry: Karen E. Torraca, chair. Keith A. Horn, Associate Dean

Faculty: Irmgard K. Howard, John M. Rowley, Karen E. Torraca

Emeritus Professor: Larry W. Christensen

Web site: www.houghton.edu/academics/programs/chemistry

Phone: 585.567.9280

Majoring in chemistry at Houghton College is a great way to prepare for a career in one of the health professions or for a career in chemistry! Our alumni include medical doctors (allopathic MD, osteopathic DO), optometry doctors (OD), podiatrists (DPM), chiropractic doctors (DC), medical missionaries, nurses, physicians' assistants, dentists, veterinarians, clinical chemists, medical technologists, physical therapists, and nutritionists. In addition, our graduates have become research chemists, forensic scientists, pharmaceutical researchers, medicinal chemists, environmental analysts, science writers, college professors, high-school teachers and technology managers and executives, among other professionals. Chemistry students interested in nursing have earned a Houghton undergraduate chemistry degree, and then entered an advanced accelerated nursing program to complete an additional degree in fewer than two more years. (For more information on the Pre-Health Professions, see that section of this catalog under "Biology Department.")

Major: BS (35 hours in the major; 8 in prerequisites; 20 in co-requisites)

The BS chemistry major is designed for preparation for professional employment or for graduate work in chemistry or chemically-related fields.

Prerequisites:

CHEM 151, 152 General Chemistry I, II 8

Co-requisites:

PHYS 151, 152 General Physics I, II 8
 MATH 181 Calculus I 4
 MATH 182 Calculus II 4
 MATH 241 Differential Equations 4

Required courses:

CHEM 241, 242 Organic Chemistry I, II 8
 CHEM 277 Analytical Chemistry 4
 CHEM 278 Chemical Instrumentation in Research 4
 CHEM 361, 362 Physical Chemistry I, II 8
 CHEM 286 Special Topics 2
 CHEM 482 Senior Capstone: Chemistry Seminar 1

Additional 8 hours in chemistry selected from courses numbered above 300, including at least one of the following courses:

CHEM 332 Biochemistry
 CHEM 343 Advanced Organic Chemistry
 CHEM 453 Advanced Inorganic Chemistry