

BUSINESS

The Accreditation Council for Business Schools and Programs (ACBSP), a professional accreditation agency recognized by the Council of Higher Education Accreditation (CHEA), has awarded accreditation status to the following degree programs offered by the Department of Business:

- Comprehensive Major in Business Administration
 - Options: Accounting, Agribusiness, Finance, Management, Business Information Systems, Marketing/ Entrepreneurship
- Subject Major in General Business
- Master of Business Administration.

Vision

The Business department at Chadron State College provides nationally competitive professional preparation in Business Administration.

Mission

The faculty of the Business department is committed to preparing students for challenging careers in the rapidly changing, highly technological and culturally diverse world. The fundamental purpose of the Business department is to be the premier provider of professional business programs in our service region. We strive to combine excellence in teaching with appropriate coursework and classroom environments that emphasize critical thinking, human relation/communication skills, theoretical and professional skills, and lifelong learning environment designed for creative problem solving and decision making.

Student Learning Outcomes of Bachelor of Arts Program

Business graduates will:

- Be prepared to effectively practice their profession upon graduation by demonstrating competency in the core business functions.
- Demonstrate an understanding of business by integrating the core business functions.
- Attain a career or entrance into a graduate program in business or a related field.

Measurement Instruments

The Business department will use a combination of instruments to measure the effectiveness of the learning outcomes. These instruments include but are not limited to: stakeholder surveys, internship data, course and option level evaluations and an exit exam to be completed in the program's capstone course (MGMT 434 STRATEGIC MANAGEMENT).

Student Learning Outcomes for Bachelor of Science in Education Programs

The student learning outcomes for students pursuing a business education degree are:

- To meet the needs of students who desire to teach business in secondary schools.
- To provide graduate programs for students wishing to pursue advanced work in the areas of business education and economics education.

Majors

- The Degree of Bachelor of Arts with a Subject Major in General Business (<http://catalog.csc.edu/undergraduate/programs/business/ba-subject-major-general-business/>)
- The Degree of Bachelor of Arts with a Comprehensive Major in Business Administration (<http://catalog.csc.edu/undergraduate/programs/business/ba-comprehensive-major-business-administration/>)
 - Accounting
 - Agribusiness
 - Business Information Systems Option
 - Finance Option
 - Management Option
 - Marketing Option
- The Degree of Bachelor of Science in Education with a Field Endorsement in Business, Marketing, and Information Technology Education (Grades 6-12) (<http://catalog.csc.edu/undergraduate/programs/business/bsed-field-endorsement-business-marketing-information-technology-education-6-12/>)
- The Degree of Bachelor of Science in Education with a Middle Level Education in Business, Marketing & Information Technology Education (Grades 5-9) (<http://catalog.csc.edu/undergraduate/programs/business/bsed-middle-level-education-business-marketing-information-technology-education-5-9/>)
- Work-based Learning (Grades 9-12) Supplemental Endorsement (<http://catalog.csc.edu/undergraduate/programs/business/supplemental-endorsement-to-teach-cooperative-education-diversified-occupations-9-12/>)

Minors

- Agribusiness – Business (<http://catalog.csc.edu/undergraduate/programs/business/agribusiness-business-minor/>)
- Business (<http://catalog.csc.edu/undergraduate/programs/business/business-minor/>)
- Business Information Systems (<http://catalog.csc.edu/undergraduate/programs/business/business-information-systems-minor/>)
- Finance (<http://catalog.csc.edu/undergraduate/programs/business/finance-minor/>)
- Marketing (<http://catalog.csc.edu/undergraduate/programs/business/marketing-entrepreneurship-minor/>)

Accounting

ACTG 160 TOPICS IN ACCOUNTING1-3 Credits

Topics or seminars will be selected as needed to keep students abreast of contemporary issues in accounting.

ACTG 241 ACCOUNTING PRINCIPLES I3 Credits

Introduction to financial accounting principles and the communication of financial information to external users. Examines the conceptual foundations, accounting processes, transaction analysis and preparation of the four basic financial statements: income statement, balance sheet, equity statement & statement of cash flows.

ACTG 242 ACCOUNTING PRINCIPLES II3 Credits

Introduction to managerial accounting principles and the communication of financial information to internal users. Emphasis on budgeting, planning, management decision making, cost behavior, cost control and product cost accumulation.

Prerequisites: ACTG 241

ACTG 332 ACCOUNTING INFORMATION SYSTEMS3 Credits

Focuses on the collecting, processing and communication of financial information in an organization to both internal & external users. An entity's processing cycles are studied.

Prerequisites: Sophomore or above status

ACTG 337 COST MANAGEMENT ACCOUNTING3 Credits

Cost accounting and managerial accounting concepts and procedures are applied to the management decision making process. Topics included are: activity-based costing, job-order costing and process costing.

Prerequisites: Sophomore or above status

ACTG 341 INTERMEDIATE ACCOUNTING I3 Credits

Investigates theoretical accounting concepts relating to financial statement preparation, revenue recognition and an indepth study of accounting concepts related to assets.

Prerequisites: ACTG 242 and sophomore or above status

ACTG 342 INTERMEDIATE ACCOUNTING II3 Credits

Accounting concepts relating to liabilities, stockholder's equity and additional financial reporting issues in the study of corporate accounting.

Prerequisites: ACTG 241, ACTG 242 and sophomore or above status

ACTG 430 PERSONAL INCOME TAX3 Credits

Concepts and principles of federal income tax applied to individual taxpayers. Application of ethical and public policy considerations to taxation. Analytical framework to access how taxes effect economic decisions.

Essential Studies: SLO #9

Prerequisites: Junior or above status

ACTG 431 CORPORATE/FIDUCIARY TAX3 Credits

Basic principles of federal income taxation for partnerships, corporations, and fiduciaries. Tax preparation software packages may be included.

Prerequisites: ACTG 430 and Junior or above status

ACTG 433 GOVERNMENTAL AND NOT-FOR-PROFIT ACCOUNTING3 Credits

Specialized accounting procedures designed for governmental and non-profit entities including fund accounting, budgetary accounting and reporting procedures. Non-profit accounting system software may be used to record transactions for these governmental and non-profit entities.

Prerequisites: ACTG 242 and Junior or above status

ACTG 437 ADVANCED COST MANAGEMENT ACCOUNTING3 Credits

Advanced cost accounting and managerial accounting concepts and procedures are applied to the management decision making process. Topics included are: capital investment decisions, budgeting, standard costing, and transfer pricing.

Prerequisites: Junior or above status

ACTG 438 AUDITING3 Credits

Duties and responsibilities of auditors, how to conduct an audit, preparation of audit reports and special auditing problems. Standardized auditing software may be used to conduct a simulated audit for a business entity.

Prerequisites: ACTG 241, ACTG 242, ACTG 341 and Junior or above status

ACTG 443 ADVANCED FINANCIAL ACCOUNTING3 Credits

Accounting theory and problems dealing with corporate combinations and consolidations and other specialized financial accounting topics.

Prerequisites: Junior or above status

ACTG 460 TOPICS IN ACCOUNTING1-3 Credits

Topics or seminars will be selected as needed to keep students abreast of contemporary issues in accounting.

Prerequisites: Junior or above status

Business Administration

BA 160 TOPICS IN BUSINESS1-3 Credits

Topics or seminars will be selected as needed to keep students abreast of contemporary issues in business.

BA 241 QUANTITATIVE METHODS3 Credits

Business and economic concepts, techniques, models, analysis, and applications with emphasis on quantitative measurements for resource utilization, production, processing, marketing and management.

Prerequisites: MATH 138, MATH 142 or MATH 151

BA 331 BUSINESS COMMUNICATIONS3 Credits

Designed to assist students in acquiring the knowledge and skill necessary for effective communication through both the spoken and written word. Grammar, letter writing, formal and informal report writing, and the job application process.

Essential Studies: SLO #3

Prerequisites: Completion of Essential Studies Outcome ES2 (Technical Writing recommended) and Sophomore or above status

BA 336 BUSINESS/ECONOMIC STATISTICS3 Credits

Statistical analysis of business and economic data used in business and how this analysis aids in making sound business decisions.

Prerequisites: Sophomore or above status

BA 337 BUSINESS LAW3 Credits

Introductory business law including the legal and social environment of business, consumer protection, contracts, personal property and bailments, and sales and leases of personal property.

Prerequisites: Sophomore or above status

BA 390 INTERNSHIP IN BUSINESS1-12 Credits

Provides practical work experience in business.

Add Consent: Department Consent

Notes: Interested students should contact the Internship and Career Services office to secure application materials; application should be made prior to the semester the internship will be started; the amount of credit will be based on the availability of a suitable work position, the qualifications of the applicant, and the work hours.

BA 400 INDEPENDENT STUDY OR RESEARCH1-3 Credits

Research in an area of special interest or need.

Add Consent: Instructor Consent

Notes: The topic and the amount of work required are determined by the number of credit hours.

Requirements: Permission of Instructor, Department Chair and Dean are required prior to registration.

BA 431 PROFESSIONAL ETHICS3 Credits

Philosophical moral theories and rules or standards governing the conduct of the members of a profession. Comprises principles, standards, and social, economic, legal, political, ethical, and philanthropic responsibilities that guide behavior in society. An application of ethical theories in solving professional ethics issues.

Essential Studies: SLO #7

Prerequisites: Junior or above status

BA 432 LEGAL ASPECTS OF BUSINESS OWNERSHIP3 Credits

Business law covering negotiable commercial paper, debtor-creditor relations and risk management, agency and employment, business organizations and real property and estates.

BA 460 TOPICS IN BUSINESS1-3 Credits

Topics or seminars will be selected as needed to keep students abreast of contemporary issues in business.

Economics

ECON 130 SURVEY OF ECONOMICS3 Credits

Basic microeconomic and macroeconomic theories and concepts. Oriented towards the study of households, firms and governments within regional, domestic, and global markets for goods and services and resources. Course involves variations (absolute and comparative) among regions, states, and nations relative to resource-based economic systems, markets for goods and services, and measures of economics welfare.

Essential Studies: SLO #10

ECON 160 TOPICS IN ECONOMICS1-3 Credits

Topics or seminars will be selected as needed to keep students abreast of contemporary issues in economics.

ECON 231 MACROECONOMICS3 Credits

Economy in the aggregate including gross domestic product and its components, employment, inflation, business fluctuations, economic growth, monetary policy, fiscal policy, budget deficit and public debt with primary application to the United States economy.

ECON 232 MICROECONOMICS3 Credits

Components with the economy devoted to households, firms, governments, markets for products and services, and markets for resources, in the context of domestic and global consumers, producers, and governments. Analysis of supply and demand, pricing functions, and income distribution with application to United States economy.

ECON 334 AGRICULTURAL ECONOMICS AND AGRIBUSINESS3 Credits

Basic economic principles and theories focusing on product markets, resource markets, production costs, and market structures, conduct and performance of the agricultural sector from retail level, consumers' demands, and resource sectors, production, domestically and globally within agriculture. Governments' roles, functions, and policies which impact domestic and global markets for agriculture.

Cross-Listed: AGRI330/ECON334

Prerequisites: ECON 232 and Sophomore or above status

ECON 423 AGRICULTURAL POLICY3 Credits

An examination of USDA agricultural, fiber, conservational, and rural economic policies studies from domestic and international perspectives. Examination of public policy in the economic framework used to assess and improve competitive structure, operation, and performance of U.S. and international food and agriculture. Farm, international trade, rural economic development, resource/environmental, technology, food marketing and consumer policies are analyzed. Major economics courses will be beneficial.

Cross-Listed: AGRI423/ECON423

Essential Studies: SLO #10

Prerequisites: Junior or above status

ECON 434 NATIONAL AGRICULTURAL POLICY3 Credits

The basics of agricultural production and marketing components within the domestic and global markets with the focus on the dynamics of the agricultural sector and economic system. Analysis focuses on traditional and current agricultural and economic policies within the context of positive and normative economics and a capstone course for agribusiness majors.

Prerequisites: MATH 138 or MATH 142 and Sophomore or above status

ECON 460 TOPICS IN ECONOMICS1-3 Credits

Topics or seminars will be selected as needed to keep students abreast of contemporary issues in economics.

ECON 467 AGRICULTURAL BUSINESS PLANNING AND MANAGEMENT3 Credits

Analysis of the economic decisions made by farm/ranch owners, from sales to marketing to financial management to market analysis, feasibility studies and interfacing with governmental and other organizations. At the end of the course, you will have the core elements of a business plan to guide your farming/ranching operations.

Prerequisites: ACTG 241, BA 337, ECON 232, ECON 423 or AGRI 423, FIN 242 and Junior or above status

Finance

FIN 160 TOPICS IN FINANCE1-3 Credits

Topics or seminars will be selected as needed to keep students abreast of contemporary issues in finance.

FIN 239 PERSONAL FINANCE3 Credits

Basic principles of finance as relating to the individual, including an introduction to investments, insurance, taxes, consumer purchasing, real estate, financial planning and recordkeeping, retirement, and estate planning.

Essential Studies: SLO #10

FIN 242 REAL ESTATE PRINCIPLES3 Credits

Examines practical applications of real estate principles. Includes a study of titles, estates, land descriptions, contracts, legal instruments and concepts, real estate mathematics, financing, agency, appraisal, fair housing, and management of real estate.

FIN 330 PRINCIPLES OF FINANCE3 Credits

An introductory course emphasizing the basic financial principles and practices essential to managing a business. Among the topics introduced are the time value of money, working capital management, financial analysis, financial planning, cash-flow analysis, operating and financial leverage, capital budgeting, long-term financing, cost of capital, and capital structure.

Prerequisites: ACTG 241 and ECON 232

FIN 331 FINANCIAL MARKETS AND INSTITUTIONS3 Credits

Inquiry into, and analysis of, the various financial markets and institutions (including debt, derivatives, equity, insurance, government-based and foreign financial markets) operating in the U.S. and the international economy. Emphasis is placed on providing the analytical tools needed to assess financial institution and market response to microeconomic and macroeconomic factors.

Prerequisites: FIN 330, department's mathematics requirement, and Sophomore or above status

FIN 332 INTERNATIONAL FINANCE AND ECONOMICS3 Credits

The development, understanding and application of basic economic concepts and theories related to international economics, global trade and variations between and among countries and their cultures. Will deal with different types of economic and political systems, types of markets, exchange rates, trade policies, trade agreements, and the economic and political reasons and impacts of globalization.

Prerequisites: Sophomore or above status

FIN 333 INTERNATIONAL FINANCE AND ECONOMICS3 Credits

The development, understanding, and application of basic economic concepts and theories related to international economics, global trade, and variations between and among countries and their cultures. Will deal with different types of economic and political systems, types of markets, exchange rates, trade policies, trade agreements, and the economic and political reasons and impacts of globalization.

Essential Studies: SLO #10

Prerequisites: Sophomore or above status

FIN 338 REAL ESTATE INVESTMENTS AND INSURANCE3 Credits

This course combines the basic principles of real estate and insurance. Topics include: how to read an insurance and real estate contract, purchasing and financing a home or business and securing property, liability, automobile, life and health insurance. In addition various career paths are discussed.

Prerequisites: Sophomore or above status

FIN 432 FINANCIAL MANAGEMENT3 Credits

Examines various structures and operations of financial management of the firm including the sources and methods of financing, capital structure, dividend policy, leasing, mergers and acquisitions, working capital management, effects of taxation on financial decisions and international aspects of finance.

Prerequisites: BA 336, FIN 330, and Junior or above status

FIN 439 INVESTMENT ANALYSIS3 Credits

Provides an understanding of active portfolio evaluation and management, including the following: the investment environment, portfolio theory, capital asset pricing model and arbitrage pricing theory, fixed-income securities, equities, and derivatives.

Prerequisites: FIN 330 and Junior or above status

FIN 460 TOPICS IN FINANCE1-3 Credits

Topics or seminars will be selected as needed to keep students abreast of contemporary issues in finance.

Management

MGMT 160 TOPICS IN MANAGEMENT1-3 Credits

Topics or seminars will be selected as needed to keep students abreast of contemporary issues in management.

MGMT 230 PRINCIPLES OF MANAGEMENT3 Credits

Introduction to theories, principles and functions of current management practice. Special focus is given to management for a world in transition.

MGMT 330 ORGANIZATIONAL THEORY AND BEHAVIOR3 Credits

Examines implications of organizational theory and organizational behavior for achievement of effective management. Organizational theory topics (a macro approach) include: structural design and its adaptations to goals, strategy, technology, environment, uncertainty, and social change. Organizational behavior topics (a micro approach) include: motivation, learning, leadership, communications, power and politics, decision making, and planned change.

Prerequisites: MGMT 230 and Junior or above status

MGMT 430 HUMAN RESOURCE MANAGEMENT3 Credits

Principles and techniques of personnel management, including legislation affecting employers today, and practical applications of various personnel functions. The course covers the personnel functions of procurement, development, compensation, integration, and separation.

Prerequisites: MGMT 230 and Junior or above status

MGMT 432 PRODUCTION AND OPERATIONS MANAGEMENT3 Credits

Methods for managing ongoing operations of a firm, with emphasis on operations of a manufacturing organization with applications to service organizations. Topics include forecasting, master production scheduling, material requirements planning, purchasing, just-in-time, inventory control, shop floor control, quality control, maintenance, and productivity.

Prerequisites: BA 241, BA 336, MGMT 230, and Junior or above status

MGMT 434 STRATEGIC MANAGEMENT3 Credits

Capstone course for all business administration majors, providing a conceptual and methodological basis for integrating knowledge of the various business disciplines. Skills developed are applied to formulation and implementation of strategic and operating plans. The case method is used extensively throughout the course.

Essential Studies: SLO #12

Prerequisites: ACTG 241, ACTG 242, BA 336, BA 337, BIS 231, BIS 332, ECON 231, ECON 232, FIN 330, MGMT 230, MKTG 231, and Senior status

MGMT 460 TOPICS IN MANAGEMENT1-3 Credits

Topics or seminars will be selected as needed to keep students abreast of contemporary issues in management.

Prerequisites: Junior or above status

Marketing

MKTG 160 TOPICS IN MARKETING/ENTREPRENEURSHIP1-3 Credits

Topics or seminars will be selected as needed to keep students abreast of contemporary issues in marketing/entrepreneurship.

MKTG 231 PRINCIPLES OF MARKETING3 Credits

Examines the marketing mix (price, product, promotion, and channels of distribution) in a dynamic social, economic, and political environment, with focus on the satisfaction of customer needs while achieving organizational objectives.

MKTG 331 SALES TECHNIQUES3 Credits

Techniques of professional selling are the primary emphasis, in addition to the role of the sales professional in the organization. Topics include individual and/or group sales presentations, relationship marketing, selection and management of sales personnel.

Prerequisites: Sophomore or above status

MKTG 334 NEW PRODUCT DEVELOPMENT3 Credits

Explores the creative process and help students identify their own creative problem-solving styles. Students will have to develop innovative solutions centered around new product, service and process development. Students will learn to judge the quality of their creative solutions. Explore opportunities for product/service. Analyze the new product/service development process.

Prerequisites: Sophomore or above status

MKTG 336 PROMOTIONS AND ADVERTISING3 Credits

The use of advertising in marketing programs. Formulation, management, and evaluation of communication channels to achieve marketing objective. Advertising design, media selection, public relations, sales promotion, and advertising plans.

Prerequisites: Sophomore or above status

MKTG 337 SOCIAL MEDIA MARKETING3 Credits

Explores integrating different social media technologies into a marketing plan, creating social media marketing campaigns, and applying appropriate social media tools. Examines ways to use social media technologies to create and improve marketing efforts for businesses.

Prerequisites: Sophomore or above status

MKTG 338 BUYER BEHAVIOR3 Credits

The application of conceptual material to marketing strategies to reach both consumer and industrial buyers. Incorporates the behavioral sciences to marketing including theoretical concepts of buyer behavior.

Prerequisites: MKTG 231 and Sophomore or above status

MKTG 435 MARKETING STRATEGY3 Credits

A capstone course designed to acquaint the student with current marketing problems. Current readings on related marketing materials, in-depth studies of marketing plans and strategies, and/or marketing cases marketing simulation.

Prerequisites: MGMT 230, MKTG 231, and Senior status

MKTG 439 BUSINESS AND MARKETING RESEARCH3 Credits

Examines marketing research information for management decision making. Provides an understanding of marketing research. Examines alternative research strengths and weaknesses.

Prerequisites: BA 336, MKTG 231, and Junior or above status

MKTG 460 TOPICS IN MARKETING/ENTREPRENEURSHIP1-3 Credits

Topics or seminars will be selected as needed to keep students abreast of contemporary issues in marketing/entrepreneurship.

Prerequisites: Junior or above status