



**UNDERWOOD UNIVERSITY**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**BROCHURE 2022-2023**

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Department of Business Administration Degree Programs

Bachelor of Business Administration (BBA)..... Page 1-4

Master of Business Administration (MBA)..... Page 5-6

Doctor of Business Administration (DBA)..... Page 7-8

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## BACHELOR OF BUSINESS ADMINISTRATION

### Program Overview

The art of management and that of communicating financial information has become increasingly challenging in a dynamic global economy. Underwood University's Bachelor of Business Administration degree program provides a solid foundation in the theory and practice of business management as well as in accounting, economics, and general studies. Through a combination of core courses in leadership, management, and marketing, students are prepared for a wide range of career opportunities available to business professionals. This 120 credit-hour program emphasizes core competencies in critical thinking, communication, and other business managerial/leadership qualities throughout its curriculum.

### Program Objectives

1. Understand the environment and operations of an organization and be able to apply business- related analytical tools
2. Use of logic and critical thinking skills in the business fields
3. create and deliver quality business presentations that exhibit competence in content, technology, verbal and non-verbal presentation skills, organization, and clarity.
4. Preparation and communication of marketing strategy and strategic business management and leadership
5. Identification and analysis of ethical issues in business and global business

### Program Requirements

- The BBA degree program requires students to maintain a minimum grade point average (GPA) of 2.0 or higher.
- A full-time student will be able to complete the program in 8 semesters or 4 years.

University Core Courses	9 credits
General Education Courses	24 credits
Major Core Courses	48 credits
Major Elective Courses	12 credits
<u>Departmental Elective courses</u>	<u>27 credits</u>
Total	120 credits

*Students completing the program are well-prepared for opportunities in management, marketing, accounting, and other position related to the business fields, either they are public, private, or nonprofit organizations.*

## BBA COURSE REQUIREMENTS

### **GENERAL EDUCATION CORE (9 credit hours required)**

<u>University Core</u>	<u>Credit Hours</u>
UC210 Leadership Seminar	3

<u>Writing and Communication</u>	<u>Credit Hours</u>
ENG101 College English I	3
ENG102 College English II	3

### **GENERAL EDUCATION ELECTIVES (24 credit hours required)**

Choose at least one course from each category: Humanities and Fine Arts; Behavioral and Social Sciences; Natural Science and Math.

#### **Humanities and Fine Arts**

<u>Communication</u>	<u>Credit Hours</u>
COMM101 Introduction to Communication	3
COMM102 Public Presentation	3
ENG105 Business English	3

<u>Fine Arts</u>	<u>Credit Hours</u>
ART100 Drawing Studio	3
PNT100 Painting Studio	3
DNC100 Introduction to Dance	3
DNC102 Appreciation of Dance	3
DNC110 Elements of Performing	3
MUS100 Music Appreciation	3
MUS105 Fundamentals of Music	3
MUS106 University Chorus	3
MUS120 Introduction to Music	3
MUS150 Introduction to World Music	3

<u>Foreign Language</u>	<u>Credit Hours</u>
FLS101 Spanish I	3
FLS102 Spanish II	3
FLC101 Chinese I	3
FLC102 Chinese II	3
FLJ101 Japanese I	3
FLJ102 Japanese II	3
FLK101 Korean I	3
FLK102 Korean II	3
FLG151 Elementary Biblical Greek I	3
FLH141 Elementary Biblical Hebrew I	3

<u>History</u>	<u>Credit Hours</u>
HIS130 American History I	3
HIS131 American History II	3
HIS140 History and Culture in Asia	3
HIS150 History of Modern Business	3
HPR105 History of the Black Church	3
HPR120 World Civilization	3
RLA120 Civil Rights and the Black Consciousness Movement	3

<u>Law/Business/Leadership</u>	<u>Credit Hours</u>
BS120 Dynamics in Leadership	3
ECON101 Principles of Economics I	3
LDS101 Developing the Healthy Leader	3
LDS102 Leadership and Interpersonal Relationships	3
LDS105 Life and Time Management of a Leader	3
POL101 Introduction to Political Science	3
POL102 American Government	3
RLA105 Justice among Nations	3
RLA110 American Public Policy and Religious Freedom	3

<u>Philosophy</u>	<u>Credit Hours</u>
PHIL101 Introduction to Philosophy	3
PHIL102 Critical Thinking	3
PHIL103 Ideas that Changed the World	3
PHIL104 A Life of Happiness and Fulfillment	3
PHIL120 Ethics and Film	3
PHIL121 Philosophy and Film	3
PHIL200 Ethics	3
<u>Religion</u>	<u>Credit Hours</u>
HPR150 Civilization and Religions	3
HPR201 Church and Race	3
ICS104 Survey of World Religions	3
RPS110 Science and Religion	3
RPS115 Personality and Morality	3
SPT115 Religious Experience in Film	3
SPT120 Society and Moral Value	3
SPT201 Comparative Religions	3
SPT210 Gandhi/Marx/Niebuhr	3
<u>Behavioral and Social Sciences</u>	<u>Credit Hours</u>
ICS205 Intercultural Communications	3
PSY101 Introduction to Psychology	3
PT203 Career Development	3
RCE103 Introduction to Learning Environment	3
RCE125 Psychology in Education: Cognitive Development	3
RCE150 Parent-Child Relationships	3
RCE120 Theories of Faith Development	3
RPS105 Marriage and Family	3
RPS120 Stress Management	3
RS105 Sociology of Religion	3
RS115 Race and Ethnic Relations	3
SOC101 Introduction to Sociology	3

<u>Education</u>	<u>Credit Hours</u>
RCE101 Introduction to Today's Education	3
RCE201 Survey of Christian Education	3

### **Natural Science and Math**

<u>Mathematics / Statistics</u>	<u>Credit Hours</u>
MAT101 College Algebra I	3
MAT102 Probability	3
MAT103 Statistics	3
MAT104 College Algebra II	3
MAT151 Calculus I	3

<u>Science</u>	<u>Credit Hours</u>
BIO101 Topics in Biology	3
CHEM110 Contemporary Chemistry	3
CSI110 Basic Computer and Microsoft Applications	3
CSI130 Introduction to Social Media	3
CSI160 Basic Graphic Design	3
PHY103 Survey of Physics	3
PHY191 Physics in Modern Technology	3

<u>Physical Education</u>	<u>Credit Hours</u>
PED101 Physical Education I	3
PED102 Physical Education II	3

**MAJOR CORE (48 credit hours required)**

<u>Course</u>	<u>Credit Hours</u>
ACCT102 Principle of Accounting I	3
ACCT102 Principle of Accounting II	3
BUS101 Introduction to Business	3
BUS499 Business Administration Capstone	3
ECON101 Principles of Economics I (Fundamentals and Micro)	3
ECON102 Principles of Economics II (Macro)	3
LAW201 Legal Environment of Business I	3
LAW202 Legal Environment of Business II	3
MGT101 Principles of Management	3
MGT201 Human Resource Management	3
MGT202 Organizational Behavior	3
MGT203 Basic Managerial Finance	3
MGT300 Operations Management	3
MGT328 Foundation of Leadership	3
MKT101 Principles of Marketing	3
MGT303 Process and Quality Management	3
MGT304 Investment Management	3
MKT307 International Marketing	3
MKT308 Social Media Marketing	3
MKT300 Strategic Marketing Concepts	3

**MAJOR ELECTIVES (12 credit hours required)**

<u>Course</u>	<u>Credit Hours</u>
ACCT211 Managerial Accounting	3
ACCT212 Financial Accounting	3
BUS151 Intro to Entrepreneurship	3
BUS204 Business Communication	3
BUS300 International Trade	3
BUS302 Business and Society	3
BUS305 Cost and Price Analysis	3
BUS306 Entrepreneurship Feasibility and Analysis	3
BUS309 Applied Business Statistics	3

BUS399 Curricular Practical Training Internship	3
FIN300 International Finance	3
LAW203 Business Ethics	3
MGT301 International Management	3
MGT302 Creative Problem Solving	3

**Departmental Electives (27 credit hours required)**

<u>Course</u>	<u>Credit Hours</u>
ACCT305 Cost Accounting	3
ACCT330 Financial Statement Analysis	3
ACCT401 Auditing	3
ACCT402 Federal Income Taxation	3
BUS401 Business Analytics	3
BUS402 Enterprise Data Management	3
BUS403 Global Market	3
FIN308 Personal Finance	3
FIN400 Corporate Finance	3
MKT102 Consumer Behavior	3
MKT401 Service Marketing	3
MKT402 Marketing Research Method	3
MGT400 E-Commerce	3
MGT411 Management Information System	3
MGT412 Logistics Management	3

\*Non-business Majors may take a total of three (3) of these classes as electives

## MASTER OF BUSINESS ADMINISTRATION

### Program Overview

Underwood University's MBA program is designed to enable students to advance in their careers by developing professional leadership, strategizing, and creative thinking skills, while taking into account the ever-changing global business environment. Students enrolled in this program learn to critically analyze information in order to solve high-level problems and master new business practices, theories and competencies.

### Program Objectives

1. Exercise appropriate leadership, value diverse perspectives and skills, and work collaboratively to accomplish organizational goals in a changing environment
2. Make decisions based on an awareness of relevant stakeholders and ethical considerations; and attempt to create and sustain social, environmental, and economic value
3. Gain deep functional knowledge and multiple functional skills and perspectives concurrently to shape comprehensive responses to business challenges and opportunities
4. Recognize and evaluate global opportunities while incorporating cultural context and complexities associated with managing in a global environment

### Program Requirements

- The MBA degree program requires students to maintain a minimum grade point average (GPA) of 3.0 or higher.
- A full-time student will be able to complete the program in 4 semesters or 2 years.

Major Core Courses	40 credits
Major Elective Courses	8 credits
Total	48 credits

*Our program incorporates critical career-building tools throughout the curriculum. Therefore, every course, special program and resource focuses on helping students acquire the professional tools they need to advance their careers now and in the future.*

## MBA COURSE REQUIREMENTS

### **MBA MAJOR CORE COURSES (40 credit hours required)**

<u>Course</u>	<u>Credit Hours</u>
ACCT507 Financial and Managerial Accounting	4
ECON551 Managerial Economics in the Global Economy	4
FIN554 Financial Management	4
LAW552 Business Law and Ethics	4
MAT502 Business Statistics	4
MGT506 Strategic Management	4
MKT552 Marketing Management	4
MGT552 Effective Leadership and Organizational Behavior	4
MGT591 Program Capstone	4
UC505 Seminar in Business Leadership	4

### **MBA ELECTIVES (8 credit hours required)**

<u>Course</u>	<u>Credit Hours</u>
ACCT508 International Accounting	4
BUS551 Strategic Business Communication	4
BUS556 Business Analytics	4
BUS557 International Business Negotiation	4
BUS580 Business Management Internship I	4
FIN555 International Finance	4
FIN556 Fundamentals of Investment and Portfolio Management	4
MGT509 Advanced Operations Management	4
MGT507 Global Strategic Management	4
MGT508 Investment Management	4
MGT582 Management Information Systems	4
MKT583 Social Media and Internet Marketing	4
MKT584 Marketing Research	4
MKT588 Global Marketing	4
MKT586 Consumer Behavior	4

## DOCTOR OF BUSINESS ADMINISTRATION

### Program Overview

Underwood University Doctor of Business Administration (DBA) program focuses on theoretical knowledge that can be applied to the practice of business and business management. The DBA has the dual purpose of contributing to business theory and further developing the professional practice (e.g., contribute to professional knowledge in business). Additionally, the DBA prepares students to integrate learned theory and practices in business with the context of current issues encountered within the business environment. Students develop proficiency in applied research by improving their methodological and analytical skills and will integrate Underwood University's core values and ethical foundations into the dissertation process and critical thinking skills used throughout the program.

The DBA program also delivers a professional academic curriculum. The program integrates business theory and practice, while enabling students to conduct applied research in areas that are relevant in today's rapidly changing business environment. In addition to developing a strong understanding of the theoretical underpinning of business disciplines, students develop the advanced analytical and research skills that are in increasingly high demand in numerous sectors of the economy. The DBA program offers students the opportunity to complete concentrations in Marketing, Organizational Leadership, Management, and Christian Ethics and Not-for-Profit Management.

### Program Objectives

1. Identify and synthesize the global implications of research conducted while critically considering the interrelated activities that occur in the functional areas of business.

2. Apply advanced knowledge of, and competency in, the latest academic theories, concepts, and technology-enabled opportunities.
3. Inspire students to become selfless leaders in business, suited to for-profit or not-for-profit corporate entities.
4. Assess the ethical obligations and responsibilities of business for the purpose of responsible management.
5. Address complex challenges using the frameworks of industry rules and regulations to build prescriptive conclusions and real-world experience and knowledge.

### Program Requirements

- The DBA degree program requires students to maintain a minimum grade point average (GPA) of 3.0 or higher.
- A full-time student will be able to complete the program in 6 semesters or 3 years.

Core Courses	48 credits
<u>Concentration Courses</u>	<u>8 credits</u>
Total	56 credits



**DBA COURSE REQUIREMENTS**

**COURSE SEQUENCING**

<b><u>First Year</u></b>	<b><u>Credit Hours</u></b>	<b><u>Third Year</u></b>	<b><u>Credit Hours</u></b>
BUS800 Doctoral Success Lab: Resources, Processes, & Support	4	BUS890 Dissertation Seminar and Directed Research	4
MGT800 History of Applied Management Theory	4		
BUS834 Applied Research	4		
BUS811 Statistics	4		
BUS840 Analytics for Decision Making	4		
BUS801 Christian Ethics and Leadership	4		
<b><u>Second Year</u></b>			
	<b><u>Credit Hours</u></b>		
MGT802 Organizational Behavior and Social Responsibility	4		
BUS810 Global Perspectives in Human Resource Management	4		
BUS832 Research Methods – Qualitative/Qualitative Research	4		
MGT841 Strategic Management in Global Organizations	4		
Concentration	4		
Concentration Practicum	4		