

# MANAGEMENT, MARKETING AND INFORMATION SYSTEMS

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<http://www.andrews.edu/SBA/>

## **Faculty**

Robert C. Schwab, *Chair*

Betty Gibson

José R. Goris

William Greenley

Leon Hauck

Ben Maguad

Lauren Strach

Lois Swaine

Charles Tidwell

David Vlosak

## **INFORMATION SYSTEMS**

The Information Systems major is designed to produce graduates equipped with the ability to integrate information systems into the business environment, to explore methods of leveraging business functions through information systems, and to function in entry-level, information-systems positions with a basis for continued career growth. The curriculum reflects input from both industry and universities and responds to industry requests

**BSAD397 (1-3)**

***Topics in \_\_\_\_\_***

Intensive study of selected topics of current interest in the sub-discipline area noted and not ordinarily covered in depth in other courses. Repeatable in different topics with approval of department. Prerequisite: Permission of instructor.

**BSAD410 (3)**

***Entrepreneurship***

A systematic study of entrepreneurship, with an emphasis on contemporary trends. The creation, assessment, development, and operation of new and emerging ventures, including home-based businesses, franchises, and existing business purchases. Addresses entrepreneurial profiles and elements required to write a business plan. Prerequisites: BSAD355 and MKTG310. *Spring*

**BSAD436 (3)**

***Motivation and Work Behavior***

- BSAD532** (3)  
*Health-Care Policy and Management*  
Surveys current problems, policies, and management issues in health-care reform. Prerequisite: BSAD531.
- BSAD535** (3)  
*Health-Care Institutional Management*  
A study of health-care institutions, with special emphasis on the management of a community hospital. Prerequisites: BSAD531; BSAD355 or 515.
- BSAD545** (3)  
*International Management*  
Understanding the global enterprise and how management concepts, principles, and practice transcend national boundaries. Focus on global strategies, the importance of cultural differences to organizational effectiveness, management of people in international organizations, personnel selection and repatriation, political risks, ethics and social responsibility. Prerequisite: BSAD355.
- BSAD556** (1-3)  
*Topics in Business Administration*  
Topics of current interest in the management area not ordinarily covered in-depth in regular courses. Repeatable to 15 credits.
- BSAD560** (3)  
*Intercultural Business Relations*  
Study of the role of culture in business, aims to develop skills in cross-cultural communication and negotiations; and prepares the student for the increasing cultural diversity in the workplace. A research paper and a project are required.
- BSAD620** (3)  
*Ethics, Service & Society*  
An exploration of the interrelationship among business, government and society. Stakeholder management, the analysis of the legal and regulatory environment, and the responsiveness of business in its service to society. A study of ethical problems encountered in business and the management of moral dilemmas.  
*Fall*
- BSAD638** (3)  
*Hospital Administration*  
Organization and management of a modern hospital and integrated healthcare organizations built around a hospital as the nucleus. Prerequisite: BSAD531.
- BSAD648** (variable)  
*Workshop*
- BSAD670** (3)  
*Human Resources Seminar*  
Topics may include human-resources planning, job analysis and design, recruitment, screening and selection, training and career development, performance evaluation, compensation and rewards, affirmative action, discipline, unions, grievances, and conflict resolution. Emphasis on cases, projects, and research. Prerequisite: BSAD515 or permission of instructor.
- BSAD689** (3)  
*Strategic Management*  
Requires that students integrate relevant knowledge gleaned from previous core business-course experiences. Extensive case work and library research are demanded. Students work with a real organization to develop a comprehensive strategic plan. Assumes

that the student has completed all MBA core requirements or is currently enrolled in the remaining courses. *Summer*

- BSAD690** (1-3)  
*Independent Readings*

Designed for the individual needs of a student. Oral/written reports may be required. Graded S/U. Permission of the dean required. Prerequisite: Completion of 24 graduate business credits with a cumulative GPA of at least 3.25.

- BSAD694** (2-3)  
*Independent Research*

Designed to fit the individual needs of the student. Permission of the dean required. Prerequisite: Completion of 24 graduate business credits with a cumulative GPA of at least 3.25.

## INFORMATION SYSTEMS

- INFS110** (3)  
*Introductory Computer Tools*

Computer usage including application software, operating systems, Internet, development concepts and ethics. Explores the appropriate role of IT in an organization. The lab portion of the class covers wordprocessing, spreadsheet, database, and the creation of web pages. Prerequisites: familiarity with wordprocessing, keyboarding skills 20 wpm, and math placement exam score of M1 or better.  
*Fall, Spring*

- INFS 215** (3)  
*Information Systems Theory and Application*

Focuses on extending the students skills in applications and explores information-systems theory. Applications focused on include advanced spreadsheet, PC database usage, and the development of interactive web pages. Students also gain an understanding of organizational systems, planning, the decision process, and decision support technologies. Prerequisite: INFS110. *Fall, Spring*

- INFS226** (3)  
*Information Technology Hardware and Software*

Provides the hardware/software technology background to enable systems development personnel to understand tradeoffs in computer architecture of effective use in a business environment. Single-user, central, and networked computing systems; single and multi-user operating systems area all examined. Prerequisite: CPTR125; Prerequisite with concurrency allowed: INFS215. *Fall*

- INFS235** (3)  
*Business Programming*

Explores programming, computer concepts and the design of applications with a focus on the Windows programming environment. Covers the logical and physical structures of both programs and data. In addition, this course provides an introduction to the COBOL language. Prerequisites: INFS226, CPTR151. *Spring*

- INFS310** (3)  
*Networks and Telecommunications*

Covers data communications and networking, covering hardware and software. Emphasis upon the analysis and design of PC networking applications. Management of telecommunications networks, cost-benefit analysis, and evaluation of connectivity options are also covered. Students learn to evaluate, select, and implement different communication options within an organization. Prerequisite INFS226. *Fall*

**INFS318 (3)**

***Business Systems Analysis and Design***

Provides an understanding of the system development, modification, decision process, and choices in business process development and reengineering methodology. Emphasizes integration with users and user systems. Encourages interpersonal skill development, operations and maintenance of the system, and covers quality and decision theory, information theory, and practice. Prerequisite: INFS215. *Fall*

**INFS397 (1-3)**

***Topics in \_\_\_\_\_***

Intensive study of selected topics of current interest in the sub-discipline area noted and not ordinarily covered in depth in other courses. Repeatable in different topics with approval of department. Prerequisite: Permission of instructor.

**INFS428 ♦ (3)**

***Database Systems Design and Development***

Covers information systems design, theory, and implementation within a database management system environment. Students demonstrate their mastery of the design process acquired in earlier courses by designing and constructing a physical system using database software to implement the logical design. Prerequisite:

**MKTG456** (3)

**Marketing Research**

Focuses on the systematic collection of business and marketing-related data to provide information to decision makers. Emphasis on translating management problems into research questions, developing a research design to address these questions, and analyzing research results with recommendations to management. Prerequisites: STAT285, MKTG310. *Fall*

**MKTG465** (3)

**International Marketing**

Marketing problems arising from various degrees of foreign involvement. Includes marketing research, project planning and development, pricing, promotion, distribution, and organization. Emphasis on management of these marketing functions in a multinational context where the parameters differ from those in domestic marketing. Prerequisite: MKTG310. *Fall*

**MKTG500** (2)

**Survey of Marketing**

A general survey of the major marketing methods, institutions, and practices. Not available for the MBA program.

**MKTG540** (3)

**Marketing for Non-Profit Organizations**

The study of marketing concepts and tools for not-for-profit institutions. Topics include marketing research, conducting a marketing audit, communication strategy, publicity, development and philanthropy. A field project and case analyses are required. Prerequisite: MKTG310.

**MKTG680** (3)

**Marketing Strategy**

Survey of the strategic marketing process of analyzing research and market opportunities, selecting target markets, designing marketing strategies and evaluation marketing programs. Emphasis on how marketing managers anticipate and react to a changing environment. Case analyses and a business research paper are required. Prerequisite: MKTG310. *Spring*

# Graduate Programs

## Faculty

### Accounting, Economics, and Finance

Leonard K. Gashugi, *Chair*

Samuel Chuah

Ann M. Gibson

Mary Ann Hofmann

Malcolm B. Russell

### Management, Marketing, and Information Systems

Robert C. Schwab, *Chair*

José R. Goris

William Greenley

Ben Maguad

Lauren Strach

Charles Tidwell

Jacquelyn Warwick

## Master of Business Administration (MBA)

### MISSION

The mission of the MBA program is to prepare students from many cultural backgrounds for responsible positions in domestic and international business, in government, and in not-for-profit organizations. The program emphasizes the integration of business principles with Christian principles and philosophy to prepare students for leadership roles which require clear and critical thinking, wise judgment, effective communication, integrity in all actions, and recognition of opportunities for service.

### MBA PROGRAM

Students who enter the program without prior course work in business must take a two-year (5-semester) MBA degree program. The graduate curriculum in business administration is divided into foundation courses and advanced courses. The foundation courses approximate two semesters of work; advanced courses—a minimum of three semesters. Foundation courses provide study in business fundamentals; advanced courses emphasize the understanding of administrative processes in resolving problems faced by business executives.

All or part of the prescribed foundation program may be waived for students with appropriate undergraduate course work from an accredited institution with acceptable grades, or an acceptable score on a departmentally prepared examination. Waiver examinations for previous course work may be required for courses taken more than five years before entering the MBA program or when the content of previous work is judged insufficient. All waiver exams must be taken during the first semester of enrollment in the MBA program.

**Standards of Scholarship.** All graduate students are expected to maintain a 3.00 GPA in all graduate courses that apply to the degree requirements.

No grade of D or F (or U) may be used to satisfy degree requirements; however, these grades are included when computing the cumulative GPA and, if they occur in courses normally meeting degree requirements, the degree GPA.

The GMAT is required for regular admission status. The student may not enroll for more than 6 credits of graduate work before the GMAT requirement is met.

Regular admission status must be met no later than the semester before the last semester in which the student expects to enroll.

Only courses numbered above 500 may be used to meet MBA requirements. Other graduate programs in the School of Business may include a limited number of 400-level swing courses.

A maximum of 6 credits in approved courses may be taken off-campus or in another school of the university.

**Foundation Courses.** Foundation courses provide an introduction to the broad field of Business Administration.   
 **PREREQUISITES:** Successful completion of the following courses is required for admission to the MBA program: MKTG310, STAT285, and MKTG456.