The 2014-2015 Undergraduate Academic Catalog of Reinhardt University provides current information regarding educational programs, class offerings, academic regulations and procedures. Students are expected to familiarize themselves thoroughly with program and degree requirements pertaining to their majors and with general regulations governing academic work and progress.

Statements in the Undergraduate Academic Catalog are for informational purposes only and should not be construed as the basis of a contract between a student and the University. While provisions of the Academic Catalog will ordinarily be applied as stated, Reinhardt University reserves the right to change any provision listed herein, including but not limited to academic requirements for graduation, without notice to individual students. Every effort will be made to keep students advised of any such changes. Information on all changes will be available in the Office of the Registrar.

Reinhardt University is an equal opportunity institution. The University is committed to providing equal educational and employment opportunities to qualified persons regardless of economic situation or social status. Reinhardt does not discriminate in any of its policies, programs, or activities on the basis of race, age, culture, nationality, socioeconomic status, gender, religious belief, sexual orientation, physical (dis)ability, genetic information or ideology.

Information in this catalog is accurate as of the date of publication. Reinhardt University reserves the right to make changes in University policies, procedures and catalog information in accordance with sound academic and fiscal practice. Please consult the University website at www.reinhardt.edu for recent updates.

Reinhardt University
7300 Reinhardt Circle
Waleska, Georgia 30183-2981
Phone: 770-720-5600 Fax: 770-720-5602
www.reinhardt.edu

North Fulton Center of Reinhardt University
4100 Old Milton Parkway
Alpharetta, GA 30005-4442
Phone: 770-720-9191 Fax: 770-475-0263
nfmail@reinhardt.edu

Electronic Version Revised –October 2014
Mission

The McCamish School of Business endeavors to provide a comprehensive business education to students in a variety of business programs, in accordance with the established objectives of Reinhardt University. An appreciation of learning and of serving others is fostered in the McCamish School of Business, as students are prepared for a diverse world in which they may join large multinational corporations, manage and/or own a small business, or pursue graduate education. Emphasis is placed upon professional preparation, within the context of the liberal arts tradition of preparing the whole person for a diversity of roles in life.

Objectives

- Critical Thinking, Analytical and Problem-Solving Skills - analyze business situations using information and logic to make recommendations for problem solving and decision making.
- Interpersonal, Teamwork, Leadership, and Communications Skills - use team building and collaborative behaviors in the accomplishment of group tasks and will communicate effectively the problem alternatives considered, a recommended solution, and an implementation strategy in oral, written and electronic form.
- Ethical Issues and Responsibilities - recognize and analyze ethical dilemmas and propose resolutions for practical business solutions.
- Functional Business Knowledge - apply foundation business knowledge and skills to develop competent decisions within each
- Business discipline - management, marketing, accounting and information systems.
- Awareness of Global and Multicultural Issues - develop awareness and analyze global and multicultural issues as they relate to business.
- Technology Skills - effectively use current technology for business applications.

Assessment

Success in achieving the objectives in the Business Administration major will be measured in the following ways:

- Completion of each course in the major with a grade of C or better
- Completion of major area exam
- Completion of an exit survey

Special Features and Activities

- Phi Beta Lambda (PBL) - the college version of Future Business Leaders of America. The mission of PBL is "to bring business and education together in a positive working relationship through innovative leadership and career development programs". Students have the opportunity to compete at the district, state, and national competitions in a variety of business and career related topics. Students will also have the opportunity to complete a service project each year and other activities that lead to individual and chapter recognition/awards. There are membership dues that go to state and national PBL. Students can also do fundraiser as a group to pay for competition and travel.
- Sigma Beta Delta – International Honor Society for Business, Management and Administration
Bachelor of Science (B.S.) in Business Administration

Concentrations: Accounting – General Business – Management - Marketing

The Bachelor of Science in Business Administration (B.S.B.A.) is designed for students who want to major in business and concentrate in accounting, entrepreneurship, general business, or management. These concentrations prepare students for various positions in companies of all sizes and for graduate school. Each separate concentration provides more specific preparation, dependent upon students’ career aspirations.

Courses

<table>
<thead>
<tr>
<th>Total Credits</th>
<th>Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>48-49</td>
<td></td>
</tr>
</tbody>
</table>

General Education Curriculum

100-200 Business Core

- BUS 150 Basic Computer Applications
- BUS 201 Principles of Accounting I (Financial)
- BUS 202 Principles of Accounting II (Managerial)
- BUS 205 Principles of Economics (Micro)
- BUS 206 Principles of Economics (Macro)
- BUS 240 Advanced Computer Applications
- BUS 290 Legal and Ethical Environment of Business

300-400 Business Core

- BUS 300 Business Communication
- BUS 301 Principles of Management
- BUS 302 Principles of Marketing
- BUS 303 Principles of Finance
- BUS 305 Personal Finance
- BUS 330 Statistics for Business Problem-Solving
- BUS 460 Strategic Management

Concentration

Note: Select one of the following four (4) concentrations. Each option requires 30 semester credits.

All General Electives must be approved by a McCamish School of Business advisor.

Total Semester Credits Required in Degree

120-121

Accounting (Concentration)

Accounting consists of a coherent sequence of accounting courses that provide the conceptual foundation and basic skills to begin a career in an accounting practice or to use as an appropriate background for such related careers as entrepreneurship, financial services, computer science, management, industrial engineering, law and others. This program will permit students to work in public, business, government and nonprofit organizations.

- BUS 371 Financial Accounting I
- BUS 372 Financial Accounting II
- BUS 373 Financial Accounting III
- BUS 378 Accounting Information System
- BUS 471 Cost Accounting
- BUS 474 Income Tax Accounting for Individuals
- BUS 477 Auditing
- BUS 478 Advanced Accounting

General Electives

Semester Credits for Accounting

6

30
General Business (Concentration)
The general option is designed primarily for students aspiring to a career in management and marketing in government, international and nonprofit organizations.

Courses

<table>
<thead>
<tr>
<th>Total Credits</th>
<th>Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td></td>
</tr>
</tbody>
</table>

Select seven (7) Reinhardt University BUS courses AND/OR seven (7) BUS courses transferred from other post-secondary institution(s). Also, credit by experiential learning can be used. (With approval of a McCamish School of Business advisor.)

Business Electives – These 9 hours may be business and/or non-business, with approval of advisor. 9

Semester Credits for General Business 30

Management (Concentration)
The Management concentration prepares the student to meet expectations of the new millennium in terms of the competitive global marketplace.

Required Management courses 12

<table>
<thead>
<tr>
<th>BUS 307</th>
<th>Organizational Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 407</td>
<td>International Business</td>
</tr>
<tr>
<td>BUS 422</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td>BUS 453</td>
<td>Business Research</td>
</tr>
</tbody>
</table>

Management Electives 9

<table>
<thead>
<tr>
<th>BUS 400</th>
<th>E-Commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 401</td>
<td>Seminar in Public Policy</td>
</tr>
<tr>
<td>BUS 409</td>
<td>Project Management</td>
</tr>
<tr>
<td>BUS 445</td>
<td>Sales Management</td>
</tr>
<tr>
<td>BUS 447</td>
<td>Services Marketing</td>
</tr>
<tr>
<td>BUS 451</td>
<td>Marketing Management</td>
</tr>
</tbody>
</table>

General Electives 9

Semester Credits for Management 30

Marketing (Concentration)

Required Marketing Courses 12

<table>
<thead>
<tr>
<th>BUS 452</th>
<th>Buyer Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 453</td>
<td>Business Research</td>
</tr>
<tr>
<td>BUS 400</td>
<td>E-Marketing</td>
</tr>
<tr>
<td>BUS 451</td>
<td>Marketing Management</td>
</tr>
</tbody>
</table>

Marketing Electives 9

<table>
<thead>
<tr>
<th>BUS 445</th>
<th>Sales Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 446</td>
<td>Personal/Professional Selling</td>
</tr>
<tr>
<td>BUS 447</td>
<td>Services Marketing</td>
</tr>
<tr>
<td>BUS 441</td>
<td>Business Logistics/Operations</td>
</tr>
<tr>
<td>BUS 407</td>
<td>International Business</td>
</tr>
<tr>
<td>COM 311</td>
<td>Public Relations Practices</td>
</tr>
<tr>
<td>COM 312</td>
<td>Advertising Principles</td>
</tr>
</tbody>
</table>

General Electives 9

Semester Credits for Marketing 30