

**BST 4323 Advertising** **Three hours**

Advertising: its economic role, layout, illustrations, copy, color, trademarks, slogans, media, campaign, and testing results. Study of buying motives of consumers and practical applications of preparing advertising copy. (Same as MKT 4323)

Offered spring semester

**BST 4413 Selected Topics in Broadcasting** **Three hours**

Students address a current interest in the commercial, educational or religious media.

Prerequisite: consent of instructor

Offered upon sufficient request

**BST 4423 Programming and Promotion** **Three hours**

A study of how and why broadcast programming decisions are made, and how stations and networks promote themselves to the public. Includes audience analysis, ratings, formatic principles, and Christian broadcasting.

Offered fall semester (even-numbered years)

**BST 4443 Broadcast Management and Sales** **Three hours**

A study of such practical problems as applying for station permits, planning facilities, selecting equipment, supervising staff members, selling air time, and other management related challenges.

Offered fall semester (odd-numbered years)

**BST 4473 Internship** **Three hours**

Practical experience working 150 hours under a qualified professional within the media. Only one internship for credit may apply toward graduation. (There is a fee for a summer internship.) Prerequisites: junior standing and approval of adviser

Offered each semester, summer

## **BUS (Business Administration)**

**BUS 1103 Introduction to Business** **Three hours**

Foundational course for the study of business-related topics and careers from a Christian worldview.

Offered each semester

**BUS 2113 Financial Spreadsheet Applications** **Three hours**

Practice in using spreadsheets for accounting and financial applications. Emphasizes creating schedules, financial modeling, generating macros, and producing reports.

Prerequisite: ATG 1163 or 1173

Offered spring semester

**BUS 2123 Business Communication** **Three hours**

Development of professional communication skills, both written and oral, in business. Includes mechanics, techniques, and psychological principles of effective business communications, with emphasis on contemporary communication technologies.

Prerequisites: keyboarding skill, EGL 1013

Offered spring semester

**BUS 2153 Financial Mathematics** **Three hours**

Study of time-value models used in business. Topics include simple interest, compound interest, annuities, debt extinction, and bond pricing. Prerequisite: MTH 1113

Offered spring semester

- BUS 2193 Business Statistics** **Three hours**  
A general course in statistical theory as it applies in a business setting. Topics include probability, distributions, descriptive statistics, estimation, hypothesis testing, regression and correlation, non-parametric methods, and statistical quality control. Prerequisite: MTH 1113  
Offered fall semester
- BUS 3123 Developing Applications with Access** **Three hours**  
Practice in developing applications for managing information with Microsoft Access. Specific activities include creating and maintaining electronic files, forms, sorts, reports, queries, and writing macros and procedures. Prerequisite: junior standing  
Offered fall semester
- BUS 3153 Business Ethics** **Three hours**  
Explores the moral dimension of business. Includes the nature of the corporation, work in the corporation, and the corporation in society. Cases and point-counterpoint essays by noted thinkers are studied and discussed from a Christian perspective. Prerequisite: junior standing  
Offered each semester
- BUS 3993 Business Internship** **Three hours**  
Supervised learning involving field experience in a business firm. Offered during the summer after the junior year. Arrangements for taking the course must be made with the intern coordinator in the spring of the junior year and completed during the fall semester of the senior year. Prerequisite: junior standing  
Offered fall semester
- BUS 4111 Field Experience** **One hour**  
Supervised learning involving field experience in a business firm. Students enter into a learning agreement, document the work, meet with supervising faculty, and complete reflective assignments on the learning outcomes. As many as three field experience credits may count toward graduation hours. Prerequisite: ATG/BUS/INT 3993  
Offered upon sufficient request
- BUS 4131, 4132, 4133 Selected Topics** **One to three hours**  
A course offering students opportunities to study subjects of special interest. May be offered on a group basis in a classroom setting or as independent study under faculty supervision. Prerequisite: junior standing and consent of instructor  
Offered upon sufficient request
- BUS 4143 Business Law** **Three hours**  
Basic legal principles that govern modern business transactions. Topics include contracts, real and personal property, agencies, employment, business formation, and Uniform Commercial Code. Prerequisite: junior standing  
Offered fall semester
- BUS 4173 Business Finance** **Three hours**  
Study of decision-making techniques involving working capital management, capital budgeting, long-term financing, and dividend policy. Prerequisites: ATG 1183, ECN 2123  
Offered fall semester

**BUS 4243 Business Law II**

**Three hours**

A look at areas of business law from an international viewpoint. Topics include the U.S. Constitution, government regulations of business, regulation of international trade, negotiable instruments, major western and non-western legal traditions, treaties, multinational companies, customs, conflicts of law, and international contracts.

Offered spring semester (even-numbered years)

**CHM (Chemistry)**

**CHM 1101, 2101, 3101, 4101 Chemistry Practicum**

**Each course, one hour**

Experiences in chemistry, such as the following: glassblowing, analysis, teaching, research. Prerequisite: consent of instructor

Offered upon sufficient request

**CHM 1124, 1134 General Chemistry**

**Each course, four hours**

A systematic study of basic chemical principles and properties, including atomic theory, periodic behavior, bonding, phases of matter, solutions, kinetics, equilibria, trends in chemical behavior and the chemistry of the elements and their more important compounds. Three hours lecture-discussion and one two-hour laboratory per week. Prerequisite for 1134: CHM 1124

1124 offered fall semester

1134 offered spring semester

**CHM 3114 Introduction to Analytical Chemistry**

**Four hours**

A laboratory intensive course designed to introduce students to the field of analytical chemistry. Topics include chemical equilibrium, wet chemical methods of analysis and physicochemical methods of analysis such as spectrometry and chromatography. Required for chemistry and biochemistry majors and recommended for environmental science majors. Prerequisite: CHM 1134

Offered fall semester (odd-numbered years)

**CHM 3124 Advanced Analytical Chemistry**

**Four hours**

A study focusing on the theory and application of instrumental methods of chemical analysis. Emphasis is placed on modern analytical techniques and includes spectral and data analysis. Prerequisite: CHM 3144 or consent of instructor

Offered spring semester (even-numbered years)

**CHM 3134, 3144 Organic Chemistry**

**Each course, four hours**

A systematic study of the hydrocarbons and their derivatives, general organic reactions, and theories of reaction mechanics. The laboratory work gives training in the preparation and properties of type compounds. Three hours lecture-discussion-quiz and three hours laboratory per week. Prerequisite for 3134: CHM 1134 with a minimum grade of 'C' or consent of instructor. Prerequisite for 3144: CHM 3134

3134 offered fall semester

3144 offered spring semester

**CHM 3151, 3152, 3153 Selected Topics**

**One to three hours**

Topics are chosen from the various branches of chemistry. May be repeated for credit when a different topic is studied. Prerequisite: consent of instructor

Offered upon sufficient request