

Business Administration

The mission of the Business Department at Mount Mercy University is to provide students who major within the Department an educational foundation that will help them to achieve their professional aspirations. This is accomplished through the delivery of a curriculum that is challenging and grounded in proven theory and that is relevant and applicable to the modern and dynamic business world. Woven throughout the curriculum are the values of integrity and transparency and a sense of responsibility beyond oneself.

The Business Department offers majors in accounting (BC), actuarial science, finance, healthcare administration (HS), marketing (BK), management (BN) human resource management, and business (Adult Accelerated) and minors in accounting, finance, economics (EC), human resources, and business administration (for non-business majors). While offering students the opportunity for specializing in a particular major, the program maintains a broad base that includes exposure to various phases of business and the use of information technology in a business setting.

Upon graduating, Business majors will have the ability to succeed, for example, in: preparing a comprehensive strategic plan; developing a global business perspective; and identifying and interpreting laws affecting labor in the workplace.

The **accounting major** prepares students for professional positions in all areas of accounting. Recent graduates are currently employed as staff accountants in CPA firms, financial and management accountants for corporations, controllers for small to medium-sized businesses, financial analysts, accounting managers for larger businesses, and agents for the Internal Revenue Service. The accounting major at Mount Mercy is designed to give students the necessary course work for preparation for all professional exams including the Certified Public Accountant (CPA) and Certified Management Accountant (CMA) exams. Mount Mercy offers a Master of Business Administration degree and has an articulation agreement with the University of Iowa's Master of Accountancy program providing attractive options for satisfying the 150-hour requirement for CPA certification in the State of Iowa.

Objectives established for students in this major include, among others: organize and process complex financial information; apply knowledge to reach appropriate fact-based decisions; and communicate information effectively and professionally.

The **actuarial science major** prepares students for a career as an actuary. Actuaries evaluate, measure, and manage risk. This career field is in high demand and is expected to grow at a higher than average rate according to the Bureau of Labor Statistics. The coursework required for this major gives students a well rounded background in mathematics and finance. The curriculum is based on the recommended curriculum of the Society of Actuaries and current course offerings within both the math and business departments. This curriculum will help prepare students for successful completion of the first two actuarial exams – the probability exam and the financial mathematics exam.

The **finance major** prepares students to work in any of the major areas of the field of finance. These areas include commercial banking,

financial planning, investment analysis, corporate financial analysis, investment banking, etc. Many of these areas are expected to grow in demand for the foreseeable future. The coursework required for this major gives students a well rounded background in business and finance. Students will learn core financial skills and how to apply them. They will also learn to think analytically and solve problems in an uncertain environment.

Upon graduating, Finance majors should be able, for example, to: compute the cost of capital for a company and make capital budgeting decisions; make financial forecasts and analyze financial statements; and use metrics to value companies and their stocks.

The **healthcare administration major** prepares students for professional administration position in all areas of healthcare and healthcare services. Positions in healthcare facilities could include physician's offices and practices, chiropractic clinics, hospital administration, rehabilitation and long-term care facilities. The demand for healthcare professionals and administrators is expected to grow for the foreseeable future. The coursework required for this major provides the students with a well-rounded background in business with a concentration in health services issues including regulation, law, compliance, informatics, and financial issues. Healthcare administration majors are required to do an internship or practicum experience. A long-term care track is available for those students pursuing a long-term care license.

The **human resource management major** prepares students for professional positions in leadership, as well as those who are interested in a career in the human resources field. The ability to lead and understand an organization's human resources is key to success in today's knowledge based economy. Students will learn to evaluate ethical, social, civic, legal, cultural, and political issues, and how they impact the human resources of an organization. Students will develop effective human resource strategy for innovation in a global environment. Our human resource management major is endorsed by the Society for Human Resource Management (SHRM), based on the guidelines created by the Association to Advance Collegiate Schools of Business (AACSB). Thirteen major content areas prepare students to lead employees in high performance work practices.

Students in this major develop skills and knowledge that enable them, for example, to: identify and interpret laws affecting labor in the workplace; utilize HR metrics to justify employee programs; and demonstrate an understanding of compensation issues.

The **management major** prepares students to lead in a competitive and dynamic business environment. The focus is on developing in students the skills necessary for effective and efficient leadership and management of profit and not-for-profit organizations. The major provides flexibility for students to double major in other business fields including marketing and finance. Minors are also available in economics within the business department and others outside of business. These choices can lead to great career opportunities.

Management majors cultivate specific skills that enable them, for example, to: collaborate with others in analyzing real business cases and developing strategic business plans; correctly identify and employ cognitive motivational theories; and explain the basic management functions in organizations.

Marketing is the functional area of business that deals with the creation, communication and delivery of value to customers. As a **marketing major** students study the core marketing areas of

marketing research, consumer behavior and marketing management. Major elective courses allow students to tailor the program to their individual interests. Emphasis is placed on developing communication, creative, analytical and problem solving skills. Students use their marketing knowledge and skills in decision making situations with a goal of developing effective solutions. Internships are encouraged.

Career opportunities for students earning a marketing degree include sales, product/service management, retail management, merchandising, marketing research, and promotions/marketing communications.

This degree prepares students, for example, to: think critically by conducting appropriate research to assess marketing problems, identify market needs and evaluate buying behaviors; identify the link between Mount Mercy University's mission and the study of the discipline; and design and implement effective results-producing marketing plans.

Academic Requirements for all Business Department Majors and Minors

- All majors and minors within the Business Department must achieve a minimum cumulative grade point average of 2.25 in major and minor courses taken at Mount Mercy University. A transfer student must achieve a minimum cumulative grade point average of 2.25 in all major and minor courses, including those transferred in as well as those taken at Mount Mercy University.
- All majors within the Business Department must complete a minimum of 12 semester hours of upper level coursework in their major at Mount Mercy University.
- All minors within the Business Department must complete a minimum of 9 semester hours of upper level coursework in their minor at Mount Mercy University.
- All majors within the Business Department may not minor in Business Administration but may minor in any other Business Department minor outside of their major.

Core Requirements for all Business Majors

BA 203	Principles Of Law	3
BA 250	Technology & Communication In Business	3
BA 270	Business Statistics	3
BA 379	Financial Management	3
BA 435	Senior Sem - Business	3
or BA 436	Applied Business Strategy	
BC 265	Principles Of Accounting I	3
BC 266	Principles Of Accounting II	3
BN 204	Principles Of Management	3
BK 208	Principles Of Marketing	3
EC 251	Macroeconomics Principles	3
EC 252	Microeconomic Principles	3
Select one of the following:		3
MA 130	Finite Mathematics	
MA 132	Basic Mathematical Modeling	
MA 139	Pre-Calculus	
MA 142	Mathematics Modeling	
MA 160	Business Calculus	

MA 164	Calculus I (Required for Actuarial Science Majors)	
Total Hours		36

See the Graduate section (<http://catalog.mtmercy.edu/archives/2014-15/graduateprograms>) of this *Catalog* for more information on Graduate programs offered at Mount Mercy.

Business Administration Minor

BA 203	Principles Of Law	3
BA 250	Technology & Communication In Business	3
BC 202	Accounting: Information Decisions	4
BK 208	Principles Of Marketing	3
BN 204	Principles Of Management	3
EC 251	Macroeconomics Principles	3
EC 252	Microeconomic Principles	3
Select two of the following:		6
BK 300	Advertising and Creative Campaign Strategies	
BK 310	Consumer Behavior	
BA 305	Employment Law and Labor Relations	
BA 310	Dispute Resolution	
BA 379	Financial Management	
BN 304	Human Resource Management	
BN 340	Management Information Systems	
BN 350	International Management	
BN 380	Organizational Behavior	
BN 384	Strategic Management	
Total Hours		28

This minor is available to non-business majors only.