

# SCHOOL OF BUSINESS

*Prof. Andrea Soberg, Interim Dean*

## PURPOSE

The purpose of the Trinity Western University School of Business is to develop positive, goal-oriented leaders—persons who thoroughly understand biblical stewardship and who apply their knowledge, skills, and values to impact the marketplace in dynamic and positive ways.

The School of Business strives to be an innovative and outstanding institution by designing its programming, course delivery, and learning experiences to serve and maintain interaction with regional, national, and international communities. In modeling exemplary business practices, the School builds strategic alliances with business interests and endeavours to focus on empowering Business students and leaders to pursue their academic and professional activities with a Christian perspective.

## PERSPECTIVE

The School of Business is a unique professional school that provides teaching in the conventional disciplines but does so through the eyes of faith and servant leadership.

The School of Business supports and promotes the core values of Trinity Western University:

- *Obeying the authority of Scripture:* The notion of biblical stewardship and biblical values such as integrity, justice, compassion, and respect for the dignity of humans provide the framework for all activities in the School of Business. The School wholeheartedly embraces all that Scripture teaches in regard to faith and a responsible way of life.
- *Pursuing faith-based and faith-affirming leadership:* The School gives fair and balanced representations of a wide diversity of business theories and practices, evaluating them from a biblical standpoint. It integrates theory, reflection, and practical experience.
- *Having a transformational impact on culture:* The School not only prepares students to have an impact on the marketplace after program completion, but also provides marketplace involvement for students while enrolled: mentoring experiences, co-op/internship programs, partnerships with business organizations, consulting opportunities, etc. The School intends students and graduates to be “salt and light” as they undertake business-related pursuits.
- *Servant leadership as a way of life:* The School helps business students and leaders to motivate and mobilize others to accomplish tasks and think with creativity, integrity, and skill. The School encourages leaders who work with and invest in others for the benefit of the common good.
- *Growing as and making disciples:* The School teaches people to be ambassadors of Jesus Christ and provides them with a model for a Christian way of life as they are engaged in business activities.
- *Striving for excellence:* The School sets high standards and vigorously pursues them in all its programs—standards that are acknowledged as

worthy of pursuit by both the business and the Canadian university communities. This includes the goal of excellence in whole-person development, an excellence that glorifies and pleases God.

Today it is widely recognized that successful business leadership requires character development as well as practical and theoretical expertise. The School of Business offers courses designed to develop students’ skills in communication, problem-solving, goal-setting, team building, ethical decision-making, and many other abilities necessary for business life. Faculty members also encourage students to evaluate the theories, practices, and problems of modern business in light of biblical principles. Such evaluation enables students to form a distinctly Christian worldview, well-suited to dealing with the ethical, moral, and human issues which are increasingly encountered in contemporary business and economic life.

Students interact with faculty members who have excellent academic backgrounds, relevant business experience, and a commitment to a biblical view of the marketplace. To provide additional enrichment to students’ studies, the School solicits the help of outside advisors and guest speakers who share their expertise and experience. The School also maintains close liaison with professional organizations such as the British Columbia Institute of Chartered Accountants and the Financial Planners Standards Council, ensuring an educational experience that is consistent with current standards and requirements.

## PROGRAMS

The School of Business offers four undergraduate degrees. The Bachelor of Business Administration is a professional degree with a minimum of 60 sem. hrs. of business-related courses. The Honours program in Business Administration, leading to a B.B.A. (Honours) degree, requires a high GPA and an additional 12 sem. hrs. of upper level Business courses. The Bachelor of Arts with a major in Business Administration offers students more flexibility to take concentrations or minors in other disciplines. The School of Business, in conjunction with the School of Human Kinetics, offers a Bachelor of Arts with a major in Sport and Leisure Management. The School also offers various concentrations and minors as outlined in this section.

*Note: The School of Business may make revisions from time to time to enhance the following programs. If amended prior to September 2009, students commencing studies in September 2009 will be provided with the revised Calendar pages. Students are responsible to meet all program and graduation requirements as set out in the amended Calendar. Prospective students wishing further information regarding any potential changes to their areas of interest should contact the School of Business.*

# BUSINESS ADMINISTRATION

## BACHELOR OF BUSINESS ADMINISTRATION, B.B.A. DEGREE

(54 sem. hrs. in Business Administration)

### GENERAL GRADUATION REQUIREMENTS

(See also Academic Information section, particularly for further details on core requirements.)

	Sem. hrs.
Business (54 sem. hrs.) and Economics (6 sem. hrs.) (as noted below)	60
English: Two of ENGL 101 (ESL), 103, 104 or Modern Language literature course	6
Fine Arts	3
History	3
Human Kinetics (incl. HKIN 190)	4
IDIS 102 & 410 (or other IDIS 400-level course)	4
MATH 120	3
Natural Science laboratory course (may be GEOG 101 or 102)	3
Philosophy	3
Religious Studies (incl. RELS 101, 102; Bible content; Christianity & Inter-Cultural Studies)	12
UNIV 101	1
Electives	20
Total	122

The B.B.A. is the School of Business' professional degree in Business and is typical of business schools across Canada and the United States. It is comprised of 39 sem. hrs. of required Business courses, 6 sem. hrs. of Economics, 12 sem. hrs. in a Business specialization listed below, and a 3 sem. hr. upper level Business elective.

The following courses constitute the core B.B.A. degree requirements:

BUSI 111	Introduction to Business and Management
BUSI 221	Principles of Accounting I
BUSI 222	Principles of Accounting II
BUSI 275	Business Statistics
BUSI 276	Quantitative Analysis
BUSI 280	Organizational Behaviour

BUSI 331	Basic Marketing
BUSI 342	Business Finance
BUSI 345	Business Law I
BUSI 346	Business Law II
BUSI 370	Business Information Systems
BUSI 377	Management Science
BUSI 484	Strategic Management
or BUSI 486	Small Business and Entrepreneurship I
ECON 201	Principles of Microeconomics
ECON 202	Principles of Macroeconomics

*Note: A minimum grade of C is required in each of the above courses.*

Beyond these specific courses, B.B.A. students are required to choose a specialization of courses which comprise a particular area of study. These specializations correspond to common career areas into which most Business Administration graduates enter. The courses in these specializations are in addition to the core Business and Economics requirements for the B.B.A. listed above. Note that at least three of the courses in the specialization must be taken at TWU.

The specializations are as follows (12 sem. hrs.):

1. Finance – BUSI 441 plus three of BUSI 304, 317, 318; 428, 490.
2. Financial Planning: all of the following – BUSI 241; 304, 317 or 318; 428, 442.
3. Human Resource Management – BUSI 351, 352, 363; plus one of BUSI 353; 446, 490.
4. Leadership and Management – BUSI 352, 363; plus two of BUSI 381; 446, 480, 490.
5. Marketing – BUSI 334; 430, 435, 437.
6. Entrepreneurship (Small Business Management) – BUSI 487 plus three of BUSI 323, 352, 363; 437, 446, 490. Students completing the Entrepreneurship (Small Business Management) specialization must take BUSI 486 (see core B.B.A. requirements above).
7. Accounting – BUSI 321, 322; plus two of BUSI 323, 324; 421, 426, 428.
8. International Business – BUSI 311; 411, 412, 480.

To complete 54 sem. hrs. of required Business courses, students may choose any other 300 or 400 level Business elective. Students are exempt from this requirement if they have completed either BUSI 395 or 396 at the Laurentian Leadership Centre.

*Notes: 1. A minimum grade of C is required in each of the above courses.*

2. *Students wishing to complete two specializations may not count the same course in both. A minimum grade of C is required in all courses in a specialization.*
3. *Students pursuing the CFP designation must complete BUSI 241; 304, 317; 428, 442.*
4. *Students pursuing the CHRP designation should complete BUSI 351, 352, 353, and 363.*
5. *Students are expected to be competent in the use of Microsoft Office Suite (MS Word: word processing; Excel: spreadsheets, MS Access: database; and PowerPoint presentation software) for use in second year and subsequent Business classes.*

In addition to the courses required in the School of Business, B.B.A. students must meet the following graduation requirements:

1. B.B.A. students must achieve an overall 2.5 GPA in all of the Business, Economics, and Mathematics courses required in the first two years of study (minimum C grade in each course). Students failing to achieve a 2.5 GPA must address this deficiency before commencing upper level study in Business Administration.
2. The 2.5 GPA must be sustained in all required Business and Economics courses taken at the upper level. A minimum C grade is required for each course as well as for IDIS 410 or other IDIS 400 level courses.
3. All TWU students who were admitted to the University prior to fall 2008 are required to write the English Language Competency Exam (ELCE) to proceed to the fourth year. The exam should be written in the second year after successful completion of ENGL 103 and 104 (or ENGL 101). Students who obtain a grade of C+ or higher in both first year English courses at TWU may be exempted from the ELCE.

English: Two of ENGL 101 (ESL), 103, 104	6
Fine Arts	3
History	3
Human Kinetics (incl. HKIN 190)	4
IDIS 102 & 400 or 410	4
MATH 101 or 120	3
Natural Science laboratory course (may be GEOG 101 or 102)	3
Philosophy	3
Religious Studies (incl. RELS 101, 102; Bible content; Christianity & Inter-Cultural Studies)	12
UNIV 101	1
Electives	32
Total	122

## HONOURS PROGRAM IN BUSINESS ADMINISTRATION, B.B.A. (HONOURS) DEGREE

Students with high academic standing may elect to complete the B.B.A. Honours program. This program allows students to develop additional business depth and expertise. Graduation requirements for the Honours B.B.A. are as follows:

1. Honours B.B.A. students must complete all of the requirements of the regular B.B.A. degree.
2. In addition to the normal requirements of the B.B.A., an additional 12 sem. hrs. of upper level Business courses must be completed. These additional courses should be selected in consultation with the student's advisor.
3. In total, a minimum of 134 sem. hrs. must be completed.
4. A cumulative GPA of 3.3 must be achieved in all required Business and Economics courses with an overall cumulative GPA of 3.0.

*Note: Internship courses at the Laurentian Leadership Centre may not be used towards the additional 12 sem. hrs. of upper level Business courses required for the Honours B.B.A.*

## MAJOR IN BUSINESS ADMINISTRATION, B.A. DEGREE

(42 sem. hrs. in Business Administration)

### GENERAL GRADUATION REQUIREMENTS

(See also Academic Information section, particularly for further details on core requirements.)

	Sem. hrs.
Business (42 sem. hrs.) & Economics (6 sem. hrs.) (as noted below)	48

Many students whose primary interest is in business may also wish to pursue additional programs in other fields. The B.A. program requirements give students who have broad interests the flexibility to complete a double major, pursue a concentration or minor, or add a variety of courses to their program.

B.A. with a major in Business Administration students must complete 42 sem. hrs. of Business Administration courses. BUSI 377 is not required in the B.A. degree. The required core of Business courses listed above is 36 sem. hrs. plus 6 sem. hrs. of Economics. The B.A. student must also complete two additional upper level Business electives. MATH 101 or 120 satisfies the Mathematics requirement for the B.A. degree.

A minimum C grade in all required Business and Economics courses and in all required Mathematics, and IDIS 410, or other IDIS 400-level courses, still pertains. However, the University's minimum graduation GPA requirement of 2.0 in the major and 2.0 overall is sufficient for successful completion of the B.A. in Business Administration.

*Note: Students are expected to be competent in the use of Microsoft Office Suite (MS Word: word processing; Excel: spreadsheets; MS Access: database; and PowerPoint presentation software) for use in second year and subsequent Business classes.*

## CONCENTRATION AND MINOR IN BUSINESS ADMINISTRATION

Students majoring in other disciplines often pursue a concentration (30 sem. hrs.) or a minor (24 sem. hrs.) in Business Administration, anticipating that business skills may be beneficial in their careers. The requirements for the minor in Business Administration are as follows:

BUSI 111 Introduction to Business and Management

BUSI 221	Principles of Accounting I
BUSI 222	Principles of Accounting II
BUSI 275	Business Statistics
BUSI 280	Organizational Behaviour
BUSI 331	Basic Marketing
BUSI 342	Business Finance

plus one upper level Business elective.

Students who minor in Business Administration must take the required prerequisites for the above courses:

- MATH 101 (or MATH 120) is a prerequisite for BUSI 275 and BUSI 342.
- ECON 201 and BUSI 280 are prerequisites for BUSI 331.

*Note: Students in the Business Administration minor are expected to be competent in the use of Microsoft Office Suite (MS Word: word processing; Excel: spreadsheets; MS Access: database; and PowerPoint presentation software) for use in second year and subsequent Business classes.*

A concentration in Business Administration may be achieved by taking BUSI 276 plus one more upper level Business elective, in addition to the minor requirements identified above.

*Note: A minimum grade of C is required in each of the above courses.*

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## ACCOUNTING

The minor in Accounting is open to all University students, not just Business Administration majors.

### MINOR IN ACCOUNTING

This program is designed for students who wish to make Accounting a particular focus in addition to their major. There are two versions of the minor (24 sem. hrs.): one for students majoring in the School of Business, the second for those taking a major outside the School of Business.

1. B.B.A. or B.A. in Business Administration students: BUSI 317, 321, 322, 323, 324; 421, 426, 428. Note: A minimum grade of C is required in each of these courses.
2. Students taking a major outside the School of Business: BUSI 221, 222; 317, 321, 322, 323, 324; plus two of BUSI 421, 426, 428. Note: A minimum grade of C is required in each of these courses.

*Note: Students in the Accounting minor are expected to be competent in the use of Microsoft Office Suite (MS Word: word processing; Excel: spreadsheets; MS Access: database; and PowerPoint presentation software) for use in second year and subsequent Business classes.*

Students must take MATH 101 or 120. Note that these courses meet the University's non-lab science core requirements. BUSI 111 is recommended as an elective.

*Note: Students who are majoring in Business Administration with a minor in Accounting may not count the same course towards completion of both.*

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## ECONOMICS

The concentration and minor in Economics is open to all University students, not just Business Administration majors.

### CONCENTRATION AND MINOR IN ECONOMICS

Economics, according to economist Robert Heilbroner, is an effort to explain how a society knit together by the market, rather than by tradition or command, could work. It is divided into macroeconomics—the study of inflation and recession, unemployment, and economic growth, and microeconomics—the study of markets, prices, supply and demand.

The minor in Economics (24 sem. hrs.) is open to all students. Its specific course requirements are as follows:

ECON 201	Principles of Microeconomics
ECON 202	Principles of Macroeconomics
ECON 275	Business Statistics
ECON 276	Quantitative Analysis
ECON 301	Intermediate Microeconomics
ECON 302	Intermediate Macroeconomics

plus two upper level Economics electives.

A concentration in Economics may be achieved by taking an additional 6 sem. hrs. of Economics, for a total of 30 sem. hrs.

*Note: A minimum grade of C is required in each of the above courses.*

*Note: Students who are majoring in Business Administration with a concentration or minor in Economics may not count the same course towards completion of both.*

*Note: MATH 120 is a prerequisite for ECON 301.*

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## INFORMATION SYSTEMS

The minor in Information Systems is open to all University students, not just Business Administration majors.

### MINOR IN INFORMATION SYSTEMS

The information systems profession covers a broad range of activities in computing technology support; for example, systems analysis, data centre management, or software training. The conduct of modern business depends on the computing infrastructure. No one in today's business world can afford to be without extensive applied computing skills. This program is designed to train appropriate leaders who are familiar with information technology and who are information professionals. The program is offered jointly with Computing Science faculty members.

The Information Systems minor (24 sem. hrs.) is open to all students. The courses that follow are those which a Business Administration major would take. Some of the Information Systems courses are cross-listed with Computing Science, others with Business Administration.

To complete a minor, students must complete a

minimum of 24 sem. hrs. of credit, 12 sem. hrs. of which must be upper level. Courses are to be chosen from the following:

- ISYS/CMPT 140 (3 sem. hrs.)  
Introduction to Programming
- ISYS/BUSI 470 (3 or 4 sem. hrs.)  
Information Systems Project
- plus 18 sem. hrs. from the following:
- ISYS/CMPT 160 (1 sem. hr.) Seminar (co-requisite to ISYS/CMPT 165, 167)
- ISYS/CMPT 165 (2 sem. hrs.) Introduction to C++
- ISYS/CMPT 167 (2 sem. hrs.) Java Programming
- ISYS/CMPT 211 (3 sem. hrs.) Web Technologies I
- ISYS/CMPT 237 (3 sem. hrs.) Introduction to Database Management
- ISYS/CMPT 311 (3 sem. hrs.) Web Technologies II
- ISYS/CMPT 325 (3 sem. hrs.) Networking
- ISYS/BUSI 370 (3 sem. hrs.) Business Information Systems
- ISYS/BUSI 371 (3 sem. hrs.) Systems Analysis
- ISYS/BUSI 372 (3 sem. hrs.) Enterprise Resource Planning Software
- ISYS/BUSI 377 (3 sem. hrs.) Management Science
- ISYS/CMPT 480 (3 sem. hrs.) Ethical and Social Issues in Technology

*Note: A minimum grade of C is required in each of the above courses.*

*Note: Students who are majoring in Business Administration with a minor in Information Systems may include BUSI 370 and BUSI 377 as ISYS courses. They must then substitute two other upper level Business electives to meet the requirements of the B.B.A., or one other for the B.A. Students may not count the same course towards the completion of the B.B.A. or B.A. (Business Administration) and the Information Systems minor.*

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## INTERNATIONAL DEVELOPMENT STUDIES

The concentration and minor in International Development Studies is open to all University students, not just Business Administration majors.

### CONCENTRATION AND MINOR IN INTERNATIONAL DEVELOPMENT STUDIES

This program provides students with perspectives and skills that prepare them for a wide variety of careers in the developing world. These include overseas development work with non-governmental organizations, missionary service with church and mission agencies, and work with governmental agencies.

The minor requires 24 sem. hrs. of courses, which must include a minimum of 12 sem. hrs. at the 300 or 400 level. Specific course requirements are as follows:

- ECON 230 Issues in Third World Development
- ECON 330 Theory and Practice of Development

- ECON 430 Seminar in Third World Development Issues
- POLS 211 International Politics
- POLS 308 Politics and Government of Developing Countries

plus 9 sem. hrs. of courses selected with the guidance of the program director. These courses may be chosen from a selection of courses in Anthropology, Communications, Economics, English, Geography, History, Linguistics, Political Studies, and/or Sociology. Students are encouraged to take some courses in a language other than English or Linguistics courses.

A concentration in International Development Studies may be achieved by taking an additional 6 sem. hrs. of approved courses. The concentration should include POLS 308 and 312 plus COMM 302.

*Note: A minimum grade of C- is required in each of the above courses.*

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## SPORT AND LEISURE MANAGEMENT

The demand for business professionals in the world of sport continues to expand as an area of impact upon sport and society. This degree is designed for students who wish to work in the field of sport and leisure management or for those with an entrepreneurial spirit who wish to work in senior sport management.

### MAJOR IN SPORT AND LEISURE MANAGEMENT, B.A. DEGREE

For course listings and graduation requirements, see the School of Human Kinetics section. Note that a minimum grade of C is required in all Business courses.

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## OTHER PROGRAMS

### ACCOUNTING

The School of Business maintains a working relationship with all of British Columbia's professional accounting bodies, i.e., The Institute of Chartered Accountants of B.C., The Certified General Accountants Association of B.C., and The Society of Management Accountants of B.C. Courses which meet all or the majority of the requirements for admission to their programs are available in the School of Business.

### CHARTERED ACCOUNTANT CO-OPERATIVE EDUCATION PROGRAM

This program allows students to enter the Institute of Chartered Accountants of B.C. program of study via the co-operative education route. Students concentrate on Accounting courses within the B.B.A. or B.A. programs in their first two years. Then they enter the work portion of their studies, articling with a chartered accounting firm. Study and work terms follow until the degree is completed. At the end of five years, all professional courses necessary to complete the C.A. program should have been taken, with the

work terms counting toward the work experience required for C.A. candidates.

## FINANCIAL PLANNING

The financial planning program (B.B.A. with a Financial Planning Specialization) is accredited by the Financial Planners Standards Council of Canada so that graduates can fast track their Certified Financial Planner (CFP) education. Graduates meet the first stage of requirements towards the CFP designation (a stage which normally takes two or more years) and are able to take their CFP comprehensive exam immediately following graduation.

## TRAVEL STUDIES

During the summer terms, faculty from the School of Business offer Business courses in different countries. Students can complete several of their regular classes while touring for-profit and not-for-profit companies, hearing presentations from senior executives in world headquarters, and attending lectures in Asian, European, and African universities.

## EXCHANGE PROGRAMS

The School of Business has agreements with universities in Europe and Asia so TWU Business students can take one term at these universities. These programs provide an opportunity for students to experience a different culture and to learn business from a global perspective. Although the programs are taught in English, students are given opportunities to learn the language of the country.

## LAURENTIAN LEADERSHIP CENTRE

Students from the School of Business can take a term at the Laurentian Leadership Centre in Ottawa and achieve credit for a full term of courses that includes two Business classes. A major component of the program is an internship in a local business or political office that aligns with the student's field of study and interest.

## STUDY ABROAD PROGRAMS

TWU is a member of the Council for Christian Colleges and Universities, which sponsors a number of programs that offer students the opportunity to study abroad for a semester. These include the Russian Studies, Latin American Studies, China Studies, Middle East Studies, and American Studies programs.

# MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

*Mark A. Lee, Director*

## PURPOSE

The purpose of the M.B.A. program is to develop positive, goal-oriented Christian business leaders who apply their knowledge, skill and values to positively impact the marketplace. In particular, the program has the following objectives:

- Equip participants in the art of business leadership, including the ability to effectively motivate and mobilize employees and others to accomplish organizational goals and objectives.
- Provide all participants with a thorough foundation in core business areas (marketing, finance, accounting, human resources, economics, and corporate law).
- Encourage all students to have a global business perspective.
- Develop managers and professionals uniquely skilled and prepared for entrepreneurial business, the non-profit and charitable organization sector, or international business.
- Provide all participants with an ethics and values foundation that ensures graduates will function with integrity in their personal and professional life.

## PROGRAM STRUCTURE

Two programs are available, the M.B.A. and the iM.B.A. program. The two programs vary in duration and in structure.

The M.B.A. program consists of two specializations—Non-Profit and Charitable Organization Management and Management of the Growing Enterprise, and is 22 months in length. Courses are delivered through a mixed-modal approach, including four residencies (total of eight weeks) on the TWU campus and the utilization of online and other distance learning technologies.

The iM.B.A. program specializes in International Business and may be of interest to students seeking a career in global business. This full-time program is 14 months in length. The courses are delivered in monthly modules. Each month includes one week of pre-readings, one week of concentrated classroom instruction, and two weeks of course work completion. Students may enter the program at the beginning of almost any month in the schedule.

International students may take up to three semesters of English in the ESLI Pre-Masters program offered on the TWU campus beginning in January, May or September before entering the iM.B.A. program.

Both programs consist of nine core business courses, five specialization courses, and an applied research project for a total of 45 sem. hrs. The core courses feature an integrated curriculum with application to each of the specializations.

For more information, see the Graduate Program in Business Administration section of the Calendar.

## MORE INFORMATION

Contact the School of Business or visit [www.twu.ca/business](http://www.twu.ca/business).