



# Department of Business and Leadership

## Degree Programs Offered

The Department offers Bachelor of Science degrees in the areas of Accounting and Business Administration with emphases in Banking and Finance, Entrepreneurial Leadership, or Marketing. The Department of Business and Leadership offers Bachelor of Arts degrees in the areas of Business Administration; Economics; International Business and Language; Nonprofit Leadership; and Science and Technology Management. The Department also offers minors in Economics, Entrepreneurial Leadership, and Nonprofit Leadership.

## About the Majors

### Accounting

Graduates obtaining the Bachelor of Science degree in Accounting will:

- Discern the substance of an economic event, which may be different from its appearance;
- Understand the financial and non-financial decision-making relationships (models) and use those for communicating information;
- Interact with others with a professional demeanor, including, but not limited to expressing oneself clearly in both written and oral forms of presentation and understanding the ethical standards of the accounting profession;

- Understand and use the functional core accounting competencies suggested for the profession by the American Institute of Certified Public Accountants and the Institute of Management Accountants.

Please refer to the William Jewell College Catalog for additional details about the Accounting major.

### Business Administration

Graduates obtaining the Bachelor of Arts degree in Business Administration will:

- Be proficient in the measurement of financial information, the accounting cycle and the analysis and preparation of statements, cost-volume-profit analysis, job ordering costing, systems design, and standard costs and variances;
- Understand fundamental economic concepts and methods and their application to the firm, industry, and national and international markets;
- Understand the functions of business and management and the legal environment in which they operate;
- Understand the management of human behavior in the business organization in order to enhance individual and organizational performance. See the William Jewell College Catalog for additional goals for student learning in Business Administration.

Graduates obtaining the Bachelor of Science degree in Business Administration will achieve proficiency in the competencies listed above, along with additional competencies outlined in the William Jewell College Catalog, plus proficiency in their chosen field of emphasis.

Students choosing the **Banking and Finance emphasis** will:

- Understand the applied use of technology in banking and finance;

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### Banking and Finance emphasis (cont.)

- Be proficient in the use of mathematical techniques and applications in banking and finance;
- Understand the monetary and banking system;
- Understand basic investing and portfolio management techniques.

Students choosing the **Marketing emphasis** will:

- Understand the elements of visual design that complement strategic integrated marketing communication work;
- Connect the coordination of personal selling techniques and sales force management activities to drive profits and build customer relationships;
- Be competent in determining information needs for improved decision making and, using the research process itself, demonstrate skills to design and complete an applied field study experience which ends with writing a formal report and delivering a professional presentation.

Students choosing the **Entrepreneurial Leadership emphasis** will:

- Understand the applied use of technology in the innovation, implementation, and management process;
- Be competent in the techniques of motivating and managing employees;
- Conceptualize new businesses, including the business plan, funding, implementation, risk assessment, and management;
- Understand the leadership process as it applies to business and value creation.

### Economics

Graduates obtaining the Bachelor of Arts degree in Economics will:

- Understand and use the economic concepts suggested by the American Economics Association;
- Understand how to apply economic methods within a business decision-making framework;
- Acquire the quantitative skills needed to support research in economics and complete a major research project in which they apply general economic methods in a specific field of economics.

### International Business and Language

The International Business and Language Major is a specially designed interdisciplinary program planned for students who are strongly interested in foreign languages and who plan a career in international business. It is not the same as two majors, one in business, the other in French or Spanish, but it includes features of both majors. It includes

substantial study of the language, culture, and literature of France or Spain, including the opportunity for study abroad; a solid core of business, economics, and accounting courses, including opportunities for internships in international businesses; and courses in Western civilization and political science. For more detailed information on this major, please see the Languages section of the William Jewell College Catalog.

### Nonprofit Leadership

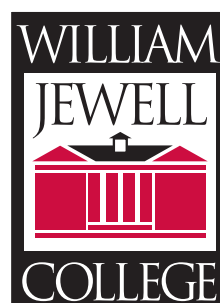
Graduates obtaining the Bachelor of Arts degree in Nonprofit Leadership will:

- Learn the history, scope, role, and mission of the nonprofit sector;
- Think critically about the ethics, values, and social responsibilities involved in the nonprofit sector;
- Evaluate the role of service, voluntarism, and altruism in the nonprofit sector;
- Understand the intersections of the nonprofit, private, and public sectors, as well as other competencies outlined in the William Jewell College Catalog.

The interdisciplinary major in Nonprofit Leadership is designed to prepare students for professional careers in the nonprofit sector. The major builds on the Academic Core curriculum and the nonprofit minor. The major is a Bachelor of Arts degree. Students who earn a B.S. degree in conjunction with the first major may earn a second major in Nonprofit Leadership by fulfilling the academic core requirements for the B.S. degree and all Nonprofit major requirements. Students are encouraged to choose a second language related to their nonprofit interests for the language requirement and participate in the American Humanities program.

### Science and Technology Management

The Science and Technology Management major is a specially designed interdisciplinary program planned for students who are strongly interested in biology, chemistry, or physics and who plan to utilize that interest in an organizational leadership setting. For example, those interested in starting biotechnology companies, pharmaceutical sales, or management of a research and development department would be ideally suited for the major. It is not the same as two majors, one in business and the other in biology, chemistry, or physics, but includes features of both. For more detailed information on this major, please see the Science and Technology Management section of the William Jewell College Catalog.



For more information or to schedule a visit, call us toll-free at 1-888-253-9355.

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