

School of Business Administration

School of Business Administration

Mission

Built upon a foundation of liberal arts, the Mission of the School of Business Administration is to deliver high quality business education, in a student centered environment that fosters leadership, global and multicultural awareness, and social responsibility.

Contact Information

School Dean: Jan Duggar, PhD

Undergraduate Programs

Department Chair: Marketing, Management and Information Systems –
Bernice Purcell, PhD Cand

Department Chair: Accounting, Economics and Finance - Cao Jiang, PhD

Graduate Programs

Director: Master of Science in Human Resources Management –
Anthony DiPrimio, PhD

Director: Master of Science in Information Systems Management –
Thomas Martin, PhD

Please consult <http://www.holyfamily.edu/academics/catalog2.shtml> for more information on the Graduate Programs.

Undergraduate Degree Programs

Bachelor of Arts degree programs include:

- Business Administration*

Concentrations in:

- Accounting
 - Accounting with CMIS
 - Computer Management Information Systems
 - Digital Forensics
 - Finance
 - International Business
 - Management-Marketing
 - Sport Marketing Management
- Fire Science and Public Safety Administration

**A Bachelor of Arts in Business Administration is available in a 3-year format for all majors.*

Minors

- Actuarial Science
- Computer Management Information Systems
- Management Marketing

Courses

- Economics

Degree Program in Business Administration

Goals

- To develop highly competence business professionals, who combine specialized skills with the broad perspective of worldwide events and historical needs
- To integrate the study of Business Administration with current economics, business/employment law, and quantitative techniques
- To prepare students for leadership positions through professional competency in the field of Business Administration.

Common Business Requirements

Each course in the following common business requirements (33 credits) must be completed with a minimum grade of C. In addition, each required course in the concentration, concentration-related and concentration tracks must be completed with a minimum grade of C.

ACCT 205	Principles of Financial Accounting	3
ACCT 206	Principles of Managerial Accounting	3
BUSA 101	Mathematical Analysis for Economics and Business I	3
BUSA 102	Mathematical Analysis for Economics and Business II	3
BUSA 435	Senior Seminar in Business Policy	3
CMIS 103	Computer Applications	3
ECON 203	Economic Theory-Micro	3
ECON 204	Economic Theory-Macro	3
MATH 130	Elementary Statistics	3
MNMK 305	Principles of Management	3
MNMK 312	Principles of Marketing	3

The School of Business Administration offers the following concentrations; the specific goals and requirements are also listed with each concentration:

- Accounting
- Accounting with Computer Management Information Systems (CMIS)
- Computer Management Information Systems (CMIS)
- Digital Forensics
- Finance
- International Business
- Management Marketing
- Sport Marketing Management

Accounting Concentration

Goals

- To develop professional competency in Accounting with an overall global business perspective for entry into public, government, or private accounting
- To deepen students' knowledge of specialized areas in the field
- To integrate the study of Accounting with current economic and business theory, practice, and technology
- To install an understanding of business ethics and the social responsibility of the profession.

Requirements

Core Curriculum: BA Requirements (credits)	45
Common Business Requirements (credits)	33

Concentration

ACCT 307	Intermediate Accounting I	3
ACCT 308	Intermediate Accounting II	3
ACCT 315	Cost Accounting	3
ACCT 330	Financial Statement Analysis	3
ACCT 404	Auditing	3
ACCT 413	Introduction to Taxation	3
ACCT 414	Advanced Taxation	3
ACCT 415	Advanced Accounting	3
ACCT 430	Forensic Accounting	3
ACCT 439	Senior Seminar in Accounting	3
BUSA 311	Principles of Finance	3
BUSA 320	Business Law I	3

One restricted elective

BUSA 350 or 351	Cooperative Education	3
	or	
BUSI 416	International Business	3
	or	
MNMK 355	Entrepreneurship and the New Economy	3
	or	
FINC 430	Treasury Management	3

Other Requirements

- Successful completion of comprehensive examination
- All full-time Junior and Senior Accounting majors must participate in a case competition
- Competency in computer business applications.

Additional Information

150 hour CPA requirement – Students may take 30 credits in elective courses to meet the requirements for the CPA examination in certain states requiring 150 college credits. These credits may be earned in part through the declaration of a minor in Computer Management Information Systems. Please see you advisor for information.

Accounting with CMIS Concentration

Requirements

Core Curriculum: BA Requirements	45
Common Business Requirements	33
Accounting Concentration Requirements (including one restricted elective)	39

CMIS Courses

CMIS 101	Management Information Systems (replaces free elective in Accounting degree)	3
CMIS 107	Structured Programming	3
CMIS 303	Data Communication and Computer Networks	3
CMIS 307	Systems Analysis and Design	3
CMIS 418	Information Security	3

Choice of one course

BUSA 350 or BUSA 351	Cooperative Education	3
FINC 430	Treasury Management	3
MNMK 355	Entrepreneurship and the New Economy	3

Other Requirements

- Successful completion of comprehensive examination
- All full-time Junior and Senior Accounting majors must participate in a case competition
- Competency in computer business applications.

Computer Management Information Systems Concentration

Goals

Computer Management Information Systems (CMIS) is an interdisciplinary concentration combining Business Administration and Computer Science. Students completing their concentration will be able to:

- Interpret the intellectual challenges of a technological society
- Apply the knowledge gained to a professional career in management information systems, computers or business
- Demonstrate problem-solving and logical skills that can be applied to all academic and professional areas.

Requirements

Core Curriculum: BA Requirements (credits)	45
Common Business Requirements (credits)	33

Concentration

BUSA 311	Principles of Finance	3
CMIS 101	Management Information Systems	3
CMIS 107	Structured Programming	3
CMIS 210	Web Design and E-Commerce	3
CMIS 303	Data Communications and Computer Networks	3
CMIS 307	Systems Analysis and Design	3
CMIS 308	Database Management	3
CMIS 321	Information Technology Hardware and Software	3
CMIS 417	Project Management and Practice (prerequisite CMIS 307; corequisite CMIS 308)	3
CMIS 418	Information Security	3
CMIS 439	Senior Seminar	3
Electives		6

CMIS elective is any CMIS course excluding CMIS 102 that is not required in the student's track

Other electives may be selected from the following:

BUSA 320	Business Law I	3
BUSA 350 or 351	Cooperative Education	3
BUSI 416	International Business	3
MNMK 413	Quantitative Methods for Decision Making	3
MNMK 355	Entrepreneurship and the New Economy	3

Other Requirements

- Successful completion of comprehensive examination.

See Minor in Computer Management Information Systems on page 169

Digital Forensics Concentration

Goals

The student completing the Digital Forensics concentration will be able to:

1. Use integrated business and computer theories and practice to solve problems.
2. Deploy comprehensive security technologies and solutions to insure business resilience in the face of cybercrime.
3. Analyze and recommend a course of action to resolve ethical issues that arise in digital forensics.
4. Deploy the appropriate legal protocol for detecting computer crimes, gathering evidence, and conducting electronic discovery.
5. Use proper legal, ethical, analytical, technological, and reporting methodologies in digital forensics investigations.

Requirements

Core Curriculum: BA Requirements (Credits)	45
Common Business Requirements (Credits)	33

Concentration

CRJU 101	Introduction to the Criminal Justice System	3
CRJU 317	Criminal Law	3
ACCT 430	Forensic Accounting	3
BUSA 311	Principles of Finance	3
CMIS 101	Management Information Systems	3
CMIS 308	Database Management	3
CMIS 321	Information Technology Hardware and Software	3
CMIS 335	Digital Forensics	3
CMIS 303	Data Communications and Computer Networks	3
CMIS 417	Project Management and Practice	3
CMIS 418	Information Security	3
CMIS 420	Advanced Digital Forensics	3
CMIS 427	Senior Seminar Digital Forensics	3

Restricted elective: The elective can be chosen from any CRJU or CMIS course (with the exclusion of CMIS 102) not required by a student's sequence sheet, BUSA 320 Business Law, BUSA 350- BUSA 351: Cooperative Education, BUSI 416 International Business, or MNMK 355: Entrepreneurship and the New Economy

Other requirements

- Successful completion of comprehensive examination.

Finance Concentration

Goals

The concentration in Finance develops the skills necessary for decision-making in all areas of finance in a dynamic, integrated global economy, in both the private as well as public sectors:

- Asset management
- Commercial and investment banking in an international context
- The treasury function of commercial and industrial enterprises as well as financial institutions
- The financial aspects of venture capital as well as mergers and acquisitions
- And in most aspects of management, consulting in both the domestic and international sectors.

In addition, concentrating in finance equips students for careers in law and government, and not simply in the private sector. The program also instills an understanding of business ethics and the social responsibility and sustainability of the profession.

Furthermore, students are strongly encouraged to pursue Chartered Financial Analyst (CFA) and Certified Treasury Professional (CTP) designations. Certification materials are extensively incorporated into the curriculum.

Requirements

Core Curriculum: BA Requirements (Credits)	45
Common Business Requirements (Credits)	33

Concentration

ACCT 413	Introduction to Taxation	3
BUSA 320	Business Law	3
ECON 303	Money and Banking (Monetary Theory)	3
FINC 301	Financial Management I	3
FINC 303	Investments	3
FINC 305	Mergers and Acquisitions	3
FINC 415	International Finance	3
FINC 420	Investment Analysis and Portfolio Management	3
FINC 430	Treasury Management	3
FINC 439	Senior Seminar in Finance	3

Two Restricted Electives: selected in consultation with Faculty Advisor

BUSA 350 or 351	Cooperative Education-Finance
BUSI 353	International Business Practice and Culture
BUSI 416	International Business
FINC 330	Financial Statement Analysis
FINC 401	Options and Futures Markets
FINC 403	Asset Management
FINC 425	Risk Management
MNMK 355	Entrepreneurship and the New Economy

Other Requirements

- Successful completion of the comprehensive examination
- Competency in computer business applications

International Business Concentration

Goals

- Provide students with basic functional skills in Accounting, Finance, Economics, Management, Law and Marketing applicable to International Business
- Prepare students for international assignments in banking, government and multinational firms, as well as developing necessary skills for entry-level positions with international service organizations
- Provide an understanding of the influence of culture on business through broad and varied courses in Humanities and Social Sciences.

Requirements

Core Curriculum: BA Requirements (Credits)	45
Common Business Requirements (Credits)	33

Concentration

BUSA 311	Principles of Finance	3
BUSA 320	Business Law I	3
BUSI 403	International Management	3
BUSI 404	International Business Law	3
BUSI 416	International Business	3
BUSI 432	International Marketing	3
BUSI 439	Seminar in International Business	3
ECON 303*	Money and Banking	3
ECON 421	International Economics	3
FINC 415	International Finance	3
MNMK 421*	Strategic Marketing	3

*Or choose from the following restricted electives

BUSA 350,351	Cooperative Education	3
BUSI 353	International Business – Practices and Culture	3
FINC 430	Treasury Management	3
MNMK 355	Entrepreneurship and the New Economy	3

Concentration-Related Requirements

POLS 321	Comparative Political Systems
GEOG 205	Principles of Geography

Other Requirement

- Successful completion of comprehensive examination

Management-Marketing Concentration

Goals

- To develop highly competent business professionals who combine their specialized skills in Management-Marketing with broad business knowledge
- To provide effective skills in communication, human relations, and leadership
- To combine classroom theory with current management-marketing studies and events
- To prepare students for graduate studies and professional schools in business administration and related fields.

Requirements

Core Curriculum: BA Requirements (Credits)	45
Common Business Requirements (Credits)	33

Concentration

BUSA 311	Principles of Finance	3
BUSA 320	Business Law I	3
BUSA 402	Labor and Employment Law	3
BUSI 416	International Business	3
MNMK 315	Operations Management	3
MNMK 403	Human Resource Management	3
MNMK 413	Quantitative Methods for Decision-Making	3
MNMK 421	Strategic Marketing	3
MNMK 439	Senior Seminar in Management and Marketing	3

Plus two courses chosen from the following

BUSA 350, 351	Cooperative Education I, II	3
BUSI 432	International Marketing	3
MNMK 306	Industrial and Organizational Psychology	3
MNMK 355	Entrepreneurship and the New Economy	3
MNMK 405	Principles of Advertising	3
MNMK 406	Consumer Behavior	3
MNMK 407	Principles of Marketing Research	3
MNMK 410	Organizational Behavior	3

Other Requirements

- Successful completion of comprehensive examination.

Sport Marketing-Management Concentration

Goals

- To provide a curriculum which reflects the ever-changing needs of individuals who are employed in fields of sport marketing and/or sport management
- To provide students within the concentration the opportunity to relate theory to practice through their participation in the Cooperative Education program.

Requirements

Core Curriculum: BA Requirements (Credits)	45
Common Business Requirements (Credits)	33

Concentration

BUSA 311	Principles of Finance	3
BUSA 320	Business Law I	3
BUSA 350	Cooperative Education I	3
BUSA 351	Cooperative Education II	3
MNMK 403	Human Resource Management	3
SPMM 275	The Sociology and Psychology of Sport	3
SPMM 280	Introduction to Sport Media Relations	3
SPMM 310	Economics of Sport	3
SPMM 320	Sport Marketing and Promotion	3
SPMM 410	Organization Behavior	3
SPMM 420	Legal Issues in Sport	3
SPMM 430	Sport Facility and Event Management	3
SPMM 439	Senior Seminar in Sport Marketing-Management	3

Concentration-related

ENGL 230	Journalism I	3
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Other Requirements

- Successful completion of the comprehensive examination.

Degree Program in Fire Science and Public Safety Administration

Goals

- To prepare students for leadership positions in the fire service and public safety fields by developing emergency management safety administration, critical thinking, communication, leadership, and decision-making skills.
- To utilize Fire Science and Public Safety education to better serve the needs of a diverse society
- To provide those in the fire service and public safety fields a liberal and business component to their technical knowledge.
- To prepare students in the fire service and public safety fields for graduate study.

Requirements

A student must earn 27 credits in Fire Science or Public Safety Administration from an accredited institution of higher education in order to enroll in the Fire Science and Public Administration program at Holy Family University. In order for these credits to transfer, the student must have attained a minimum grade of C or better in each course.

Core Curriculum: BA Requirements (Credits) 45

Business Requirements

ACCT 205	Principles of Financial Accounting	3
ACCT 206	Principles of Managerial Accounting	3
BUSA 101	Mathematical Analysis for Economics and Business I	3
BUSA 102	Mathematical Analysis for Economics and Business II	3
BUSA 402	Labor and Employment Law	3
CMIS 103	Computer Applications	3
MNMK 355	Entrepreneurship and the New Economy	3

Concentration

Minimum of 27 credits in transfer from an accredited institution of higher learning

FSPS 331	Public Risk Analysis	3
FSPS 325	Emergency Services Administration	3
FSPS 426	Seminar: Contemporary Public Safety Issues	3
FSPS 430	Seminar Major Incident Analysis	3

**BUSA 350 or BUSA 351 may be substituted for a required free elective*

Other Requirements

- Successful completion of comprehensive examination.

Minors

Minor In Actuarial Science

See School of Arts and Sciences: Minors on page 139

Minor in Computer Management Information Systems (6 courses/18 credits)

The minor in CMIS provides the student with fundamental skills and knowledge in computer use in the work world. The required courses give students an introduction to computer applications, programming, and utilization in the workplace. The student chooses three elective courses to match their interests.

It is necessary to take one of the required courses in the first semester in this minor.

Requirements

CMIS 101	Management Information Systems	3
CMIS 103	Computer Applications	3
CMIS 107	Structured Programming	3
Electives (9 credits) – must have completed one of the required courses:		
CMIS 210	Web Design and E-Commerce	3
CMIS 303	Data Communications and Computer Networks	3
CMIS 308	Database Management	3
CMIS 321	Information Technology Hardware and Software	3
CMIS 418	Information Security	3

Consult course offerings for prerequisite requirements.

The student must take three elective courses. The selection should be made in consultation with the CMIS advisor. The students may apply up to two courses (six credits) of other coursework (e.g. courses required for the major) to this minor.

Minor in Management and Marketing (6 courses/18 credits)

A minor in Management and Marketing allows the student to deepen their knowledge of business practices and to develop enhanced business-related skills while pursuing a major in a non-business area of study. A basic knowledge of business-related course material such as management and marketing should broaden a student's selection of career opportunities. Grades of less than C in business related courses will not be counted toward the minor. Only six credits in transfer will be accepted for the minor.

Required Courses

MNMK 305	Principles of Management	3
MNMK 312	Principles of Marketing	3

Electives: Students must choose four of the following elective courses:

BUSA 402	Labor and Employment Law	3
MNMK 315	Operations Management	3
MNMK 403	Human Resource Management	3
MNMK 405	Principles of Advertising	3
MNMK 406	Consumer Behavior	3
MNMK 410	Organizational Behavior	3

Consult course offerings for prerequisite requirements.

The selection of electives should be made in consultation with a MNMK advisor. The student may apply up to two courses (six credits) of other coursework (e.g. courses for the major) to this minor.