

Center for Business Professional Studies

DIRECTOR: Glen Metheny, M.B.A.

The Center for Business Professional Studies offers nontraditional degree programs and courses. The programs and courses may be nontraditional in structure, student body, mode of delivery or some other way. The center currently offers a degree completion program that leads to a Bachelor of Arts degree with majors in “leadership and management” and “leadership and marketing.”

The program provides for an intensive and accelerated study program, allowing completion in a much shorter time than normal. The programs allow students who have already completed 60 or more hours of college credit and are 23 years or older to finish their undergraduate studies.

A Bachelor of Arts degree with concentrations in either management or marketing is offered, delivering 53 hours of study that encompass an interesting and applicable study of leadership and management or marketing knowledge and skills. The program also requires students to complete five hours of textual Bible and three hours of Christian Business Ethics. The five hours of textual Bible address the relevance of Christ’s teaching and the application of wisdom literature in both biblical times and the present. These textual Bible courses will be delivered online.

In total, students will have to complete a minimum of 128 hours of credit and all other graduation requirements.

FINANCIAL AID INFORMATION

Need-based Grants: Eligibility for need-based grants is determined by completing the Free Application for Federal Student Aid (FAFSA). After the FAFSA has been processed, a response will be mailed calculating the student’s eligibility for need-based grants. Families may estimate their eligibility by using the financial aid need estimator found on our Web site.

Federal Pell Grant: Awarded to undergraduate students who qualify based on financial need.

Federal SEOG Grant: Awarded to Pell Grant recipients who demonstrate exceptional financial need.

Veterans Benefits: Eligibility is determined by the Veterans Administration. Students should contact their local Veterans Administration representative.

Single Parent Scholarship: For single parents who are working toward an undergraduate degree, are Federal Pell Grant recipients, and are Arkansas residents. For more information and application details, call (479) 927-1402 or visit www.aspsf.org.

Internet and Local Scholarship Resources: The University Web site, www.harding.edu/finaid, provides a link to an abundance of information on national scholarships.

Loan Programs, Federal Stafford Student Loan: Each year, the following loan amounts are available to all eligible students considered financially independent for financial aid purposes:

Sophomores: \$8,500

Juniors and seniors: \$10,500

EDUCATIONAL TAX BENEFITS

The following is a summary of education-related tax benefits. We highly recommend that students consult their tax advisers or review IRS Publication 970 for information on how these benefits might apply to their particular tax situation.

Tax Credits: Tax credits allow for a dollar-for-dollar reduction of taxes. For example, a tax credit of \$1,000 will reduce a family’s tax liability by \$1,000. Full tax credits are restricted to families with incomes under \$100,000. Expenses that qualify for tax credits include school tuition and required fees, minus any tax-free grants, scholarships or employer payments.

Lifetime Learning Tax Credit: A \$1,000 per-family tax credit may be claimed for students beyond the first two years of education. There is no limit on the number of years for which the credit can be claimed for each family.

Tax Deductions: Families with incomes under \$130,000 may deduct up to \$3,000 for payment of tuition and fees incurred each tax year. Expenses that qualify for a tax deduction include school tuition and required fees, minus any tax-free grants, scholarships or employer payments.

For More Information

Harding University
 Office of Financial Aid Services
 www.harding.edu/finaid
 finaid@harding.edu
 1-800 477-3243 (toll free)
 501-279-4257
 501-279-5438 (fax)
 Box 12282
 Searcy, AR 72149-0001
 915 E. Market
 American Heritage Center
 8 a.m. to 5 p.m. (CST) Monday – Friday

CODE OF CONDUCT

Harding expects its students to conduct themselves as responsible citizens with an understanding and philosophy of life consistent with Christian ideals. In addition to the promotion of scholarly pursuits, Harding endeavors to instill within each student a deeper spiritual quality. All members of Harding's administration and faculty are dedicated to building Christian character and responsibility within each student.

Enrollment at the University is viewed as a privilege that brings the attendant responsibilities and accountability. Students are encouraged to develop a servant-leadership-ministry lifestyle that integrates faith, learning and living. Students are expected to pursue honesty and integrity, avoiding all forms of dishonesty.

While attending classes and events at Harding's Searcy campus, students must comply with the University's policies concerning conduct. This includes the following specific items:

- Harding is a drug, tobacco, and alcohol free campus.
- Modest dress is required.
- Inappropriate language is prohibited.
- No firearms or weapons are allowed on campus.
- Sexual immorality including pornographic materials are prohibited.
- Christian principles should be respected by all students.

Upon registration to Harding University, BPS students acknowledge and agree to uphold Christian principles for which Harding stands. Harding University reserves the right to refuse admission to or dismiss stu-

dents whose lifestyle is not consistent with the Christian principles for which Harding stands; and when the general welfare of the institution requires such action. A standard form is provided and signed by each individual student in the BPS upon entry into the program concerning his/her commitment to uphold these principles.

CODE OF CONDUCT DISCIPLINARY PROCEDURES

When it appears a rule of conduct or procedure has been broken, the director of the Center for Business Professional Studies will conduct an investigation concerning the allegation.

1. If possible, the issue will be resolved with the director of the program and the student.
2. If not resolved between the director of the program and the student, an appeal is presented to the Appeals Committee for their review and recommendation concerning the alleged code of conduct violation.
3. The appeal must be made to the Appeals Committee within 24 hours after the attempted resolution by the director of the program and the student.
4. The appeal shall be conducted in a fair and reasonable manner.
5. All witnesses shall be required to affirm the truth of their testimonies.
6. Presentation of evidence shall be as follows:
 - a. Evidence that supports the charge against the student or organization.
 - b. Evidence of innocence or mitigation by the accused.
 - c. Rebuttal evidence by both parties.
 - d. Closing statements by both parties.
7. Both parties shall have reasonable opportunity for cross-examination of witnesses.
8. The appeals will be open to the appealing party, representatives of the Appeal Committee and witnesses with relevant evidence to present. Only two eyewitnesses from each side may present their case, and neither legal counsel, guardian nor parents of the accused shall be permitted to appear before this committee.

Disciplinary sanction can range from a written or verbal reprimand, suspension and expulsion from the Center for Business Professional Studies.

Questions in regard to code of conduct for the Center for Business Professional Studies program should be referred to the director of the BPS.

**BACHELOR OF ARTS DEGREE
LEADERSHIP AND MANAGEMENT; LEADERSHIP AND MARKETING**

Business Core (33 hours)

LMP 201	Macroeconomics	3
LMP 205	Financial Accounting	3
LMP 265	Quantitative Business Analysis.....	3
LMP 290	Management Information Systems.....	3*
LMP 315	Business Law	3
LMP 330	Marketing	3
LMP 343	Managerial Finance	3
LMP 350	Business Communications	3
LMP 368	Management and Organizational Behavior....	3
LMP 435	Christian Business Ethics	3
LMP 430	Strategic Policy (capstone course)	3

Concentration Courses (15 hours)

See concentrations listed below.

Bible Courses (5 hours)

LMP 308	Selections from Wisdom Literature & Psalms (online)	3
LMP 211	Teachings of Jesus (online)	2

*All LMP Majors are required to satisfy the technology competency requirements for graduation in one of the following ways:

1. Pass the IT proficiency online exam prior to taking IT 290.
2. Pass IT 101

The technology proficiency exam includes an online exam and tutorials, resources and library materials. Students will purchase an access code from the bookstore and will have six months to pass the exam. Further information regarding this exam may be obtained from the dean's office.

Other Requirements (15 hours)

1. 18 hours of additional credits to reach the 128-hour graduation requirement (CLEP, block credit, DAN TES, etc.)
2. In order to graduate from Harding, students must fulfill the graduation requirements.

Previous transferable college credit (60 hours)

TOTAL HOURS128

AREAS OF CONCENTRATION

Concentration areas provide students with the option to individualize their major to meet personal career objectives. The concentration areas available are:

Management (LMP) (15 hours)

LMP 310	Principles of Management & Supervision.....	3
LMP 332	Human Resource Management	3
LMP 354	Productions/Operations Management	3
LMP 365	Entrepreneurial Management	3
LMP 440	Business Leadership	3

Marketing (LRP) (15 hours)

LRP 331	Consumer Behavior	3
LRP 336	Principles of Sales	3
LRP 347	Promotional Strategies	3
LRP 380	Marketing Dynamics	3
LRP 398	Sales Management	3

**LEADERSHIP AND
MANAGEMENT PROGRAM (LMP)**

101. INTRODUCTION TO INFORMATION TECHNOLOGY. (3) Online. This course covers information systems theory and the role of an information system in business and society. Topics include information production and management in the new information age, software, hardware, data communications, the Internet, knowledge systems, security, and ethics. An intermediate skill level is acquired in the use of spreadsheet, word processing, database and presentation software.

201. MACROECONOMICS. (3) The overall workings of the economy and its major subdivisions; our economic system, business cycles, money and banking, national income accounts, and stabilization policy.

205. FINANCIAL ACCOUNTING. (3) Elementary accounting theory, practice, and analysis; conceptual analysis of the full accounting cycle; sole proprietorships and corporations; emphasis on preparation and interpretation of financial statements; coverage of balance sheet items of cash, accounts receivables, inventories, fixed assets, short-term and long-term debt.

211. TEACHINGS OF JESUS. (2) Online. A study of the life and teachings of Christ as revealed in the New Testament.

265. QUANTITATIVE BUSINESS ANALYSIS. (3) Fall, Spring, Summer. Quantitative techniques used in business and economics. Finite mathematics including linear equations, linear programming, mathematics of finance and advanced statistical analysis, including regression analysis. ANOVA chi square and non-parametric techniques. Applications will be solved using electronic spreadsheets and other computer software. Prerequisites: college algebra or higher with preference for elementary statistics.

290. MANAGEMENT INFORMATION SYSTEMS. (3) Fall, Spring, Summer. Examines the management and organizational issues related to the use of computer-based technology in today's organizations. An overview of information system types and their application to solve business problems and influence competitive strategy is presented. The course is presented from a business and managerial perspective.

tive. Prerequisite: LMP 101, IS 101 or IS proficiency exam.

308. SELECTIONS FROM WISDOM LITERATURE & PSALMS. (3) Online. Selections from the Psalms, Proverbs, Song of Songs, Lamentations, Ecclesiastes and Job. Their historical backgrounds, especially the poetic and wisdom literature of the ancient Near East. The importance of their message for that period and present times.

310. PRINCIPLES OF MANAGEMENT AND SUPERVISION. (3) An introductory study of the functions of management and the operational supervisory skills required in the workplace. Identifying the specific roles of managers and supervisors and the significance of workers. Skill-building exercises relating to delegation, discipline techniques, conducting a meeting, organizational communications, financial responsibility and ethical issues.

315. BUSINESS LAW. (3) Law, sources of law, and the functioning of the legal system; business torts, white-collar crimes, contracts, property and sales.

330. MARKETING. (3) An introductory course. Choosing target markets, assessing their needs, developing products and services, and delivering them at a value to the customer and a profit to the company. Developing a managerial point of view in planning and evaluating marketing decisions.

332. HUMAN RESOURCE MANAGEMENT. (3) Selection, placement, training, wage administration, performance evaluation and discharge of employees.

343. MANAGERIAL FINANCE. (3) Aspects of business organization, including promotion, organization, capitalization, expansion, reorganization and fiscal operations; management and financing of modern corporate forms of business enterprise. Prerequisite: LMP 205.

350. BUSINESS COMMUNICATIONS. (3) Composition of effective business letters and reports. Characteristics of good business writing and development of basic letter plans applicable to principal business functions. Preparation of personal resumé and application letters. Oral communication in business.

354. PRODUCTIONS/OPERATIONS MANAGEMENT. (3) The production function of business, including the economics of production, capital investment, research and development, product design and services, and quality management (QM). Specific QM topics addressed include statistical quality control, production inventory planning and control (PIPC) systems, forecasting, and just-in-time inventory management. Other topics include location and design of facilities, energy management, and managing job safety and health.

365. ENTREPRENEURIAL MANAGEMENT. (3) A practical training ground for any major, supplementing academic business training with an emphasis on the entrepreneurial spirit. The class takes an innovative approach to projected market share, sales, production, human resources, financial and management practices to ensure that an entrepreneurial idea is successful in the marketplace.

368. MANAGEMENT AND ORGANIZATIONAL

BEHAVIOR. (3) Techniques and policies needed to handle human relations problems in business, government and education. Organizational behavior, motivation, leadership, formal and informal organization, social environment, and communication and group processes.

430. STRATEGIC POLICY. (3) Use of case studies to integrate and utilize decision-making concepts and techniques studied in earlier courses. Students will be required to analyze cases to understand current business strategy and implementation. Emphasis on formulation of mission, setting goals and implementation of policies, including global and e-commerce strategies.

435. CHRISTIAN BUSINESS ETHICS. (3) Ethical teachings of the Bible as applied to business. Biblical passages related to business conduct, corporate ethics, individual ethics, and mutual responsibilities of employers and employees. An approved substitute for Bible the semester it is taken.

440. BUSINESS LEADERSHIP. (3) Development of leadership skills and qualities. Local and regional business leaders provide insight to development of leadership abilities for the church, community and profession.

LEADERSHIP AND MARKETING (LRP)

331. CONSUMER BEHAVIOR. (3) On demand. Sociological and psychological applications in consumer behavior with an emphasis on the relevance of these concepts for the marketing manager. The development of concepts and constructs employed to identify and measure market segments and analyze behavioral patterns of these segments as a basis for marketing strategy. Prerequisite: MKTG 240 or LMP 330.

336. PRINCIPLES OF SALES. (3) On demand. Basics of personal selling are examined with emphasis on understanding the buyer, selling environment, selling techniques and personal selling fundamentals.

347. PROMOTIONAL STRATEGIES. (3) As needed. Promotional methods, including advertising, sales promotions, publicity and sales. Situation analysis, objectives, budgeting, campaign tactics, selection of media and message, measurement of effectiveness, and follow-up evaluation. Prerequisite: MKTG 240 or LMP 330.

380. MARKETING DYNAMICS. (3) As needed. The application of marketing principles in a variety of environments including retail, business-to-business, services, non-profit, promotions and advertising. Prerequisite: MKTG 330 or LMP 330.

398. SALES MANAGEMENT. (3) As needed. Administrative functions performed by the sales force director, including personnel selection, initial training and ongoing development, compensation, supervision, counseling, improving sales performance, scheduling activities of salespersons, and evaluation and control of performance. The relationship between sales and other parts of the organization. Prerequisite: PRS 336 or LRP 336.