

School of Business and Leadership

Dr. Anita Underwood, Dean

The School of Business and Leadership is committed to developing thoughtful leaders with an entrepreneurial spirit through an interdisciplinary curriculum that is grounded in five core values: Social Relevance, Academic Excellence, Global Engagement, Intentional Diversity, and Personal Transformation.

Through our undergraduate and graduate programs, SBL seeks to foster learning environments that prepare students for a career of service and leadership that enables them to positively transform organizations, individuals and society.

Our pedagogical approach focuses on an action-based learning model that integrates theory, research and application to real world issues.

Our academically rigorous curriculum is taught by highly qualified faculty who bring a mixture of scholarship, and applied experience in business, faith-based and non-profit organizations.

The School of Business and Leadership consists of four academic programs; A.S./B.S. in Business Administration or Accounting, Organizational Management (OM - adult degree program), Master in Business Administration (M.B.A.), and Master of Science in Organizational Leadership (MSOL).

Student Learning Goals

The Business School learning goals are categorized within the framework of the Nyack College core values. Through an academically rigorous curriculum the Business School seeks to fulfill the following goals for its students.

Academically Excellent: Develop students to articulate, demonstrate, and analyze theories, terms, and concepts as it applies to scholarship.

Globally Engaged: Demonstrate clear global awareness, by using theories from various areas of business and applying them to global situations.

Intentionally Diverse: Communicate effectively and creatively with individuals, teams, and large groups and demonstrate their ability to utilize diverse points of view as a means to solving problems.

Personally Transforming: Integrate biblical, spiritual, and professional principles to encourage personal growth and development.

Socially Relevant: Demonstrate a clear understanding of the major functional areas of business and the ability to creatively apply techniques and theories within organizations.

Program Assessment

Outlined below are assessments used to gauge the effectiveness of our programs.

Assessment	Context	Location in Program
1. ETS Major Field Achievement Test National exam assessing subject matter knowledge in business and related courses	Administered as a final exam during Senior Year	Spring Semester
2. Comprehensive examinations	Required in business and accounting "core" courses	ECO201, ECO202, BUS 428, and BUS 470

3. Capstone course designed to measure student mastery of essential theoretical and methodological issues associated with business and accounting	Required Senior Year course	Business Policy & Strategic Management
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No prior year assessments. Assessments were instituted Fall 2009.

BUSINESS ADMINISTRATION MAJOR – B.S.

Primary Faculty, Rockland: Dr. Susanne Hartl, Dr. Jesse Stevens
 Primary Faculty, NYC: Robert Bohn, Dr. Andrzej Wlodarczyk

Mission

Under the mission of Nyack College, the Business Department exists to develop creative leaders centered on biblical values for global practice. Educational programs are entrepreneurial in spirit, ethical in focus, and global in orientation. The School of Business seeks to be a transformative influence that impacts local, national, and global communities, affirming a higher purpose for business and communication and seeking balance between individual profit and the collective good of society.

The Business Administration major is designed to prepare students for professional careers in either the profit or nonprofit sectors. Skills in finance management, decision-making, and marketing, will enable the student to enter either sector. The major and related field requirements, along with the concentration requirements, will have as their goal to introduce business students to the various disciplines necessary in today's environment. The curriculum also provides students with the background for advanced studies in business and other disciplines. Credit may also be awarded for the various internship opportunities offered by the department and for participation in The Council for Christian Colleges and Universities' Latin American Studies Program, International Business Track, and the Los Angeles Film Studies Program.

The curricular combination of liberal arts, Bible, and business requirements, seek to develop an individual who is skilled in business, scripturally sound, socially aware, and true to the Great Commission.

Nyack offers a graduate program that allows students with a Bachelor's degree in Business Administration or Accounting the possibility of pursuing an M.B.A. with an additional 16 months of study.

120 credit hours, distributed as follows, are required for the Bachelor of Science degree:

Liberal Arts and Science Core Component35
 Business majors: take ECO201 (Macroeconomics) and MAT 330 (Statistics) for major-specific Social Science and Math electives.

Foreign Language Component 6

Bible and Ministry Minor Curriculum 15

Major Field Component (54 credits)

- BUS 101 – Introduction to Business 3
- BUS 201,202 – Principles of Accounting 6
- BUS 232 – Principles of Management 3
- BUS 331 – Principles of Marketing 3
- BUS 333 – Principles of Finance I 3
- BUS 335 – Business Law I 3
- BUS 341 – Management Information Systems 3
- BUS 428 – Business Ethics 3
- BUS 470 – Business Policy and Strategic Management 3
- ECO 202 – Microeconomics 3
- MAT 236 – Calculus 3
- CSC-Elective (104 or above) or BUS 312-Accounting with Computers 3
- Electives in upper level Business and Economics courses 15

Miscellaneous Elective Component (10 credits)

Miscellaneous electives.....	9
Liberal Arts elective	1
Total credits required	120

Concentrations (15 credits)

The student has the option of concentrating in a particular area of interest within the B.S. in Business Administration degree by using their miscellaneous electives to focus on one area of study. These concentrations are only offered at the Rockland Campus.

Accounting Concentration

Choose any 5 of the following:

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|-------------------------------|------------------------------|
| BUS 246-Non-Profit Organ. | BUS 334-Princ. Of Finance II |
| BUS 301-Int. Accounting I | BUS 403-Auditing |
| BUS 302-Int. Accounting II | BUS 411-Adv. Accounting |
| BUS 311-Cost/Managerial Acct. | BUS 415-Federal Income Tax |

Economics Concentration

ECO 470-Topics in Economics

Plus any 4 of the following:

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|------------------------------|--------------------------------|
| ECO 312-Int. Macro | ECO 362-Money and Banking |
| ECO 313-Int. Microeconomics | ECO 411-Urban Economics |
| ECO 327-Hist. Of Econ. Thgt. | ECO 420-Industry Analysis |
| ECO 340-Econ. Development | ECO 440-Econ. Of Social Issues |
| ECO 341-International Econ. | ECO 451-Comparative Econ. |
| ECO 345-Enter. Ind. Econ | ECO 461-Enviromental Econ. |

Finance Concentration

BUS 334-Principles of Finance II

BUS 410-Case Analysis in Financial Management

Plus any 3 of the following:

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|-------------------------------|------------------------------|
| BUS 242-Personal Finance | BUS 351-Securities & Invest. |
| BUS 310-Int'l. Trade & Fin. | ECO 362-Money & Banking |
| BUS 311-Cost/Managerial Acct. | BUS 415-Federal Income Tax. |
| BUS 321-Risk Mgt. & Insurance | |

Management Concentration

Choose any 5 of the following:

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|-------------------------------|--|
| BUS 246-Non-Profit Organ. | BUS 424-Sales Force Management |
| BUS 311-Cost/Managerial Acct. | BUS 441-Organizational Devlpmnt. |
| BUS 315-Global Business | BUS 454-Entrepreneurship |
| BUS 326-Organ. Behavior | BUS 457-Urban Plng. & Strategies |
| BUS 327-Business Comm. | BUS 458-Operations Mgmt. |
| BUS 344-HR Mgmt. | BUS 462-Cross Cultural Bus. Envir. |
| BUS 348-Retail Mgmt. | ECO 411-Urban Economics |
| BUS 412-Project Management | SOC/BUS 439-Strategies of Community Organization |
| BUS 413-Product Management | |

Marketing Concentration

BUS 338-Marketing Research

Plus any 4 of the following:

BUS 315-Global Business
 BUS 327-Business Comm.
 BUS 345- Enter. Ind. Economics
 BUS 346-Adv. & Sales Promo.
 BUS 348-Retail Mgmt.
 BUS 363-Public Relations
 BUS 477- Music Business I

BUS 349-Music Business II
 BUS 413-Product Mgmt.
 BUS 424-Sales Force Mgmt.
 BUS 443-Direct Marketing
 BUS 453-International Marketing
 BUS 455-Consumer Behavior
 BUS460-Music Business Seminar

Business Administration Major Suggested Program Plan

FIRST YEAR: Fall

PMN 101-Intro to Spiritual Form.2
 BUS 101-Intro. To Business3
 ECO 201-Macroeconomics3
 ENG 101-College Writing I3
 HIS 113-Hist. Of World Civ. I3

SECOND YEAR: Fall

BIB 201-New Testament Lit.3
 BUS 201-Accounting I3
 ENG 201 or 202-Global Lit. I or II3
 CSC-Elective or BUS 3123
 Liberal Arts elective1
 Foreign Language3

THIRD YEAR: Fall

BIB 303 Christian Thought3
 BUS 331-Princ. Of Marketing3
 BUS 333-Princ. Of Finance I3
 BUS 335-Business Law I3
 Laboratory Science4

FOURTH YEAR: Fall

BUS 428-Business Ethics3
 BUS-electives6
 Elective6

FIRST YEAR: Spring

BIB 102-Old Testament Lit.3
 ECO 202-Microeconomics3
 ENG 102-College Writing II3
 HIS 114-Hist. Of World Civ. II3
 PHI 101-Intro. To Philosophy3
 LIB 101-Info Literacy1

SECOND YEAR: Spring

BUS 202-Accounting II3
 BUS 232-Princ. Of Management3
 MAT 330-Statistics3
 BUS-elective3
 PMN 201-Nyack Heritage1
 Foreign Language3

THIRD YEAR: Spring

BIB-Elective3
 BUS 341-Mgmt. Of Info. Sys.3
 Fine Arts requirement3
 MAT 236-Calculus3
 SOC 347-Cont American Soc ...3

FOURTH YEAR: Spring

BUS 470-Business Policy3
 BUS-electives6
 Elective3

