

2021-22 ACADEMIC CATALOG



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Employers often list good written and oral communication skills, the ability to analyze and solve problems, facility in mathematics, and leadership and motivational skills as necessary for success in most fields. The Business Administration major offers students this combination of a liberal arts background and a solid foundation in Business Administration.

Students graduating with an Associate of Science degree in Business Administration (60 hours) find many opportunities open to them. They will have the general business background that enables them to find an entry-level job in a variety of fields.

Students wishing to continue at Midway University to earn a bachelor's in Business Administration will find an almost exact articulation between the associate and baccalaureate degrees in Business.

Student Learning Outcomes of Program

- Correlate the basic functions of business financial operations.
- Interpret basic financial statements and reconciling accounts.
- Apply basic management theories to reach appropriate business decisions.
- Use basic marketing theories to reach appropriate business decisions.
- Appraise basic economic theories to reach appropriate business decisions.
- Develop effective persuasive oral and written communication for a business environment.
- Integrate analytical reasoning and problem solving.
- Apply global citizenship and multicultural understanding.
- Connect cultural expression, values, ethics, and social responsibility.

Courses

Major Course Requirements

ACC 210 - Financial Accounting

This course examines principles of financial accounting. Course topics includes the steps of the account cycle, the preparation of financial statements for service and merchandising firms, and the proper accounting for assets and liabilities.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

ACC 215 - Managerial Accounting

This course examines additional financial statement topics as well as accounting for internal use. Emphasis will be placed on the interpretation of financial data for managerial use in assessing financial position, decision making and planning. Prerequisite: ACC 210.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- ACC 210 - Financial Accounting
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BUS 230 - Principles of Management

This course is the study of the concept of management in organization, its structure, relationships, processes and systems. The analysis of basic theories and practices of management utilized in the creation and production of goods and services through public or private organizations will be examined. The course focuses on the four primary management functions: planning, leading, organizing and controlling.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

BUS 255 - Principles of Marketing

This course is a study of marketing within the context of the whole business system. Emphasis will be placed on the distribution of goods and services from producer to consumer as well as on the identification of markets, environmental factors, product, price and promotion.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

CIS 235 - Application Software

This course teaches students how to use some of the most popular categories of business software: word processing, electronic spreadsheets, database management software, and presentation software. CIS 235 assumes no prior knowledge of these software applications; however, it also introduces advanced techniques for the experienced user. Each package studied begins working at a novice level and quickly progresses to an advanced level. The course is taught in a hands-on laboratory fashion.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

ECO 217 - Principles of Microeconomics

This course continues the study of economic theory. It emphasizes relationships between consumers and firms, distribution and public policy.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

MTH 139 - Introduction to Statistics

Introduction to using statistical techniques to model and solve real-world business problems. Topics include: data-based techniques of graphical display, grouping of data, measures of central tendency and dispersion, probability of concepts and distributions, sampling statistical estimation, hypothesis testing, and time series analysis. Minimum grade of C required for successful completion. Prerequisites: MTH 120 with a minimum grade of C or a suitable test score, ACT Math score of 18 (minimum) or equivalent SAT Math score.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- MTH 120 - Basic Mathematics
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