

ACU Business Degree

1ST QUARTER	2ND QUARTER	3RD QUARTER	Credit Hours
Year 1	Core Curriculum Credit Hours		33
Year 2	Core Curriculum Credit Hours		22
Year 2 - Remaining Major (Non-Core) Credit Hours			12
Introduction to Business (2)	Principles of Accounting I (3)	Principles of Accounting II (3)	
	Microeconomics (2)	Macroeconomics (2)	
11	11	12	34
Additional Core Curriculum Courses (to be taken in years 3-4): God, Marriage & Family (2); Vocational Evangelism (2); Christian Leadership (2)			6
Year 3			
Business Statistics (3)	Information Systems and Business Analysis (3)	Business Communications (3)	
Business Law (3)	Principles of Marketing (3)	Social Media Marketing (2)	
The Economic History of Africa (2)	Principles of Management (3)	Corporate Finance (3)	
8	9	8	25
Year 4			
Global Aid and Development (3)	Human Resource Management (3)	Senior Project and Thesis (4)	
Business Elective (2)	Business as Missions (3)	Business Elective (2)	
Free Elective (2)	Free/Business Elective (2)	Free Elective (2)	
7	8	12	27
Total Electives			10
Total Core Curriculum Credit Hours (Years 1-4)			61
Total Major Curriculum Credit Hours (Years 2-4)			54
Total Credit Hours			125

* For a listing of Elective courses available in the Business Programme see the following Table.

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Business Programme Electives	
Course Name	Credit Hours
Organizational Behaviour	2
International Business	2
NGO Management	3
Business Ethics	2
Entrepreneurship	3
Strategic Management	2
Human Resources Management	3

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Course Descriptions

Below are the (1) **Course Identification Numbers**, (2) **Titles**, (3) **Credit Hour Values** and (4) **Course Descriptions**.

ACU Business Degree Programme Courses and Descriptions
<p>ACC2123 <i>Principles of Accounting I</i> (3 Credit Hours) A study of the fundamental principles of financial accounting as applied to proprietorships and partnerships. Coverage includes the theory of debits and credits, the accounting cycle, income statement and balance sheet presentation, special journals, accounting for service and merchandising enterprises, cash, receivables, inventories, temporary investments, plant assets, payroll, as well as dealing with these issues in a biblical framework.</p>
<p>ACC2223 <i>Principles of Accounting II</i> (3 Credit Hours) A continuation of ACC 2123 with a look into corporations. Topics include stockholders' equity, long-term liabilities, time value of money concepts, long-term investments, and financial statement analysis. Introduction to cost/managerial accounting including job order and process costing in the manufacturing environment, budgeting, standard costs and variance analysis, and cost-volume-profit relationships.</p>
<p>BUS2112 <i>Introduction to Business</i> (2 Credit Hours) This course introduces the student to the field of business and its impact on society. Students will be challenged to understand the role of business and labour within God's created order. Student will deal with what it means to work and what it means to be a labourer created in God's image.</p>
<p>STAT3112 <i>Business Statistics I</i> (2 Credit Hours) A look into how statistics play a role in the field of business. This course will look at topics in probability and statistics that apply to the field of business. Students will be given an understanding of the theory behind the use of statistics in business, and how our understanding of God as creator unites these worlds of theory and reality into one.</p>
<p>MRKT3123 <i>Principles of Marketing</i> (3 Credit Hours) This course deals with the study of consumer and industrial markets and the formulation of marketing policies and strategies relating to product, price, channels of distribution, and promotion. The course will engage the world of marketing through lectures and case studies.</p>

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MGMT2123 *Principles of Management* (3 Credit Hours)

Covers the concepts, issues, terminology, and practices of contemporary management. Contributions from organisational experience, theory, and research are examined as they relate to planning, organising, leading, and controlling business outcomes in a way that reflects the Creator.

BUS4123 *Entrepreneurship* (3 Credit Hours)

From a biblical perspective, this course focuses on all aspects of starting a business: one's motivation and objectives, beginning new ventures, and obtaining initial financing. Practical issues will include: where to get ideas, how ventures are begun, what resources you need for start-ups, how to evaluate proposals, and anticipating legal and tax implications. Students will develop a personal business plan at the end of the course.

BUS3123 *Human Resource Management* (3 Credit Hours)

Emphasises the strategic importance of human resource practices to successful achievement of organisational goals. Contemporary practices in staffing, training, organizational development, compensation, and employee relations are examined in light of the latest theory and research, and critically dealt with through the lens of biblical truth.

BUS3133 *Business Communication* (3 Credit Hours)

This course deals with the glue of business management. Communication strategies and workplace communication will be dealt with specifically, including topics such as: oral, written, digital, and mass communication in the workplace. Students will also be given an opportunity to develop their own communication skills through workshops.

BUS3232 *Social Media Marketing* (2 Credit Hours)

This course is designed to help you understand how public relations and marketing have (and have not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in digital PR and marketing so that students can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders.

BUS3123 *Information Systems and Business Analysis* (3 Credit Hours)

A study of business information systems and their role in the organisation. Topics include systems analysis and design, the fundamentals of the use of computer technology, controls over computer-based systems, and selected applications.

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BUS4123 *NGO Management* (3 Credit Hours)

With the increasing introduction of NGO's within the African context, proper management of NGO's and non-profits becomes an increasing need. This course will look at the aspects of managing NGO's, including: volunteerism, tax-exempt status, and non-profit strategies. This course will also evaluate the roles of NGO's within a biblical context.

LAW3113 *Business Law* (3 Credit Hours)

This course is an introductory course in the applied principles of business law, based on studies of contracts, negotiable instruments, agency, sales. It enables students to appreciate and grasp the basic tenets and concepts of law affecting business relationships and transactions.

BUS4123 *Business as Missions* (3 Credit Hours)

The role of missions in labour can only be understood when we understand who we are created to be. This course will emphasise what man's ultimate purpose is and how business and labour fit into that purpose through case studies and lecture time.

MGMT4133 *Strategic Management* (3 Credit Hours)

This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. Additionally, it concentrates on integration of the business disciplines through lectures and cases in business from diverse industries. Strategic issues faced by organisations are comprehensively analysed including their ethical dimensions.

BUS4112 *International Business* (2 Credit Hours)

This course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate. It will examine the strategies and structures of international business and assess the special roles of an international business's various functions.

BUS4112 *Organizational Behavior* (2 Credit Hours)

Intended to develop in students a greater awareness of the problems and opportunities in managing human resource in organizations. Specific emphasis is placed on the development of managerial skills.

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PRJ4134 *Senior Project and Thesis* (4 Credit Hours)

An independent study required of all students majoring in business. The student will explore and analyse a topic related to the student's area of interest in business in the light of a Christian worldview in the African context. The study will result in a written thesis.

ECON4113 *Global Aid & Development* (3 Credit hours)

The course provides an introduction to international development, the role of international aid, technology and innovation around the world, and to the current era of globalization.

ECO2122 *Microeconomics* (2 Credit Hours)

This is an essentials course for understanding microeconomic principles and applying them in the ordinary business activity of life. This study will help students understand the world in which God placed them and reinforce their commitment and dependency on Him.

ECO2232 *Macroeconomics* (2 Credit Hours)

This is an essentials course for understanding macroeconomic principles and applying them in the ordinary business activity of life. This study will help students understand the world in which God placed them and reinforce their commitment and dependency on Him. Students will first be introduced to the guiding principles that shape our economic thinking and discover their genesis from what we observe in the marketplace that is all around us.

ECON3112 *Economic History of Africa* (2 Credit Hours)

A multidisciplinary course, examining the historical, theological, economic forces that have shaped modern Africa. This course will pay special attention to the colonial impact in the development of Africa; the use, exploitation and future development of Africa's natural development. It will also explore the benefits and downfall of various influences such as international aid and multilateral partnerships.

BUS3123 *Information Systems and Business Analysis* (3 Credit Hours)

This course starts with discussing the strategic importance of the effective use of these systems in organizations and in the business ecosystem. Attention is then focused on the main types of systems including their key properties and components, basic issues related to the selection, implementation, architecture, and use of such systems. Students are also given hands-on experience on an enterprise system, which is commonly used in industry (SAP ERP System).

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BUS3133 *Corporate Finance* (2 Credit Hours)

A survey of the field of financial management including the financial marketplace, performance evaluation, determinants of securities valuation, risk and return analysis, capital investment decisions, and cost of capital