

Cornerstone Christian University

Maitland, FL

Online

Bachelor of Arts in Christian Business Administration and Management (CBSA.B)

This is 120 credit hours of Bachelor of Arts in Christian Business Administration program. Completing this track will lead to a Bachelor of Arts in Christian Business Administration program.

The purpose Bachelor of Arts Degree in Christian Business Administration program (CBSA.B) program is to provide the candidate with an advanced competencies and business administration insights through the teaching, preparation and observation for those actively involved in Christian business and administration. Cornerstone focuses on knowledge and understanding rather the actual degree itself. For this purpose, CCU's requirements and standards are slightly higher without any additional cost to you. From the start of your first course up to your graduation, you'll know you have some great knowledge under your belt and you'll be proud of your degree.

Graduates of the Bachelor of Arts in Christian Business Administration program will be prepared to:

- Demonstrate an advanced understanding and integration of administration in relation to the biblical, academic, and related disciplines.
- Articulate and apply a comprehensive and critical philosophy of business administration.
- Demonstrate advanced competencies in the areas of critical thinking, Research and Writing, business administration, biblical communication, management/education leadership, and Commission Strategies.
- Plan, implement, and critically evaluate major undertakings toward the fulfillment of the goals objectives.
- Evaluate personal, spiritual, and professional development and design a plan for lifelong learning.

SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR

First Semester		Second Semester	
ENGL 101	3	ENGL 102	3
APOL 104	3	MATH 201	3
BIBL104	3	THEO104	3
INFT101	3	Communications Elective	3
Elective ¹ [MATH 110 or higher]	3	Elective ² NFT 110 or equivalent]	2
Total	15	Total	15

SOPHMORE YEAR

ACCT213	3	ACCT223	3
BUSI203	3	BUSI 343	3
BUSI313	3	ECON 233	3
History Elective	3	Natural Science Elective	3
Elective	3	Elective	3
Total	15	Total	15

JUNIOR YEAR

BUSI 303	3	BUSI 301	3
BUSI 320	3	BUSI 330	3
ECON 214	3	BUSI 342	3
General Specialization Elective ¹	3	PHIL 203	3
Elective	1	Elective	2
Total	15	Total	15

SENIOR YEAR

BUSI 413	3	BUSI 453	3
BUSI 473	3	BUSI 463	3
General Specialization Elective ³	3	General Specialization Elective ³	3
General Specialization Elective ³	3	Humanities Elective	3
Elective	3	Elective	/
Total	15	Total	15

Notes

Suggested course sequencing for Cornerstone Christian University Online students may change depending on transfer credit please contact an Admissions Specialist or Academic Advisor for assistance at (407) 295-4869.

Course and course description

Note: Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials. This program assumes that candidate has already completed their general education or part of. Otherwise, additional classes may be required to satisfy the academic requirement for the associate degree program.

1. ENG101 English Comprehension I (3-hour)

Course Number: 101

Course Description: This course designed to help students develop the essential skills and provide the information you need to succeed in college. This is not a textbook full of theory and extensive detail that merely discusses student success; rather, this is a how-to manual for succeeding in college. The book provides realistic, practical guidance ranging from study skills to personal health, from test taking to completing this course.

2. ENG101 English Comprehension II (3-hour)

Course Description: Writing is often a challenge. If you were ever challenged to express yourself via the written word, this course is for you. Writing for Success is a text that provides instruction in steps, builds writing, reading, and critical thinking, and combines comprehensive grammar review with an introduction to paragraph writing and composition. Beginning with the sentence and its essential elements, this course addresses each concept with clear, concise, and effective examples that are immediately reinforced with exercises and opportunities to demonstrate learning.

3. CON103 An Introduction to Communication (3-hour)

Course Description: This course- Introduction to Communication is designed to squarely emphasize media technology. This course is a compelling, historical narrative sketching the *ongoing evolution* of media technology and how that technology shapes and is shaped by culture — and that is what he set out to deliver with his new textbook. Today's students are immersed in media technology. They live in a world of cell phones, smart phones, video games, iPods, laptops, Facebook, Twitter, FourSquare, and more. They fully expect that new technology will be developed tomorrow. Yet students often lack an historical perspective on media technology.

<p>4. BUS203 Exploring Business (3-hour)</p> <p>Course Text: Exploring Business, v. 2.0</p> <p>By: Karen Collins</p> <p>Description: This course introduce students to business using an exciting and integrated cases Through an in-depth study of a real company, students learn about the functional areas of business and how these areas fit together. Studying a dynamic organization on a real-time basis allows students to discover the challenges that it faces, and exposes them to critical issues affecting the business, such as globalization, ethics and social responsibility, product innovation, diversity, supply chain management, and e-business.</p>
<p>5. PMG213 Principles of Management (3-hour)</p> <p>Course Text: Principles of Management, v. 2.0</p> <p>By: Mason Carpenter, Talya Bauer, Berrin Erdogan and Jeremy Short</p> <p>Description: Principles of Management show students how leaders and leadership are essential to personal and organizational effectiveness and effective organizational change. Students are increasingly active as leaders at an early age, and are sometimes painfully aware of the leadership failings they see in public and private organizations. It is the leader and leadership that combine the principles of management (the artist's palette, tools, and techniques) to create the art of management.</p>
<p>6. BUC213 Business Communication for Success (3-hour)</p> <p>Course Text: Business Communication for Success, v. 1.0</p> <p>By: Scott McLean</p> <p>Description: This course is suited for Business Communication courses taught to students interested in business administration, but is also appropriate for Business English, Business Presentation, Professional Communication courses. Students will learn a lot form this course.</p>
<p>7. BMG223A Managerial Accounting (3-hour)</p> <p>Course Text: Managerial Accounting, v. 1.0</p> <p>By: Kurt Heisinger and Joe Ben Hoyle</p> <p>Description: This course combined the experience of two well-experience, Kurt Heisinger and Joe Ben Hoyle to bring the students the knowledge needed to compete in the 21-century market. Student learning styles continue to evolve as we move into the twenty-first century. Students want to learn accounting in the most efficient way possible, balancing coursework with personal schedules. They tend to focus on their studies in short intense segments between jobs, classes, and family commitments.</p>
<p>8. FIN223 Financial Accounting (3-hour)</p> <p>Financial Accounting, v. 2.0</p> <p>By: Joe Ben Hoyle and C. J. Skender</p> <p>Description: For a course such as financial accounting, each subject should relate in some manner to the real world of business. Therefore, every chapter includes a discussion with a successful investment analyst about the material that has been presented. This expert provides an honest and open assessment of financial accounting straight from the daily world of high finance and serious business decisions. Every question, every answer, and every topic need to connect directly to the world we all face. Students should always be curious about the relevance of every aspect of a textbook's coverage.</p>
<p>9. EGN233 Business English for Success (3-hour)</p> <p>Course Text: Business English for Success, v. 1.0</p> <p>Description: Business English for Success is a creative solution to a common challenge across Business Communication courses: Business English or Business Presentations? Some classes place an equal emphasis on oral and written communication. Business English for Success provides instruction in steps, builds writing, reading, and critical thinking, and combines comprehensive grammar review with an introduction to paragraph writing and composition. This step-by-step approach provides a clear path to student-centered learning. A wide range of writing levels and abilities are addressed, helping each student prepare for the next writing or university course.</p>
<p>10. BPR243 Mastering Public Relations (3-hour)</p> <p>Course Text: Mastering Public Relations, v. 1.0</p> <p>By: Shannon A. Bowen, Brad Rawlins and Thomas Martin</p> <p>Description: Description: This course mastering Public Relations that provides an executive overview of the field of public relations with a focus on what managers need to know to master the function quickly and effectively. This course further bear on the topic of public relations management their research and academic knowledge in the areas of business management and strategy, mass communication, marketing, public relations, organizational communication, journalism, ethics, and public opinion along with years of professional experience in managing public relations.</p>

11. PMK253 Principles of Marketing (3-hour) Course Text: Principles of Marketing, v. 2.0 By: Jeff Tanner and Mary Anne Raymond Description: This course teaches ethics and social responsibility which follows on the sustainability notion of the broader importance of ethics and social responsibility in creating successful organizations. The authors make consistent references to ethical situations throughout chapter coverage, and end of chapter material in most chapters will encompass ethical situations.
12. BHR263 Human Relation (3-hour) Course Text: Human Relations, v. 1.0 By: Laura Portolese Dias Description: The study and understanding of human relations can help students in their workplace, and as a result, assist them in achieving career success. The better their human relations, the more likely they are to grow both professionally and individually. Knowing how to get along with others, resolve workplace conflict, manage relationships, communicate well, and make good decisions are all skills we will discuss throughout the book.
13. BUS273 The Business Ethics Workshop (3-hour) Course Text: The Business Ethics Workshop, v. 1.0 By: James Brusseau Description: The key to going the first way is case studies that students want to read, and The Business Ethics Workshop by James Brusseau provides them with reality and engagement. Reality: No stilted and
contrived stories about Steve Smith and Jane Jones. Engagement: Students want to read pages touching on their own anxieties, desires and aspirations. Because the textbook responds on that level without sacrificing intellectual gravity, class gets powered by student interest while thoughtfully penetrating to the core of ethical issues.
14. POM273 Principles of Management (3-hour) Course Text: Principles of Management, v. 1.1 by Mason Carpenter, Talya Bauer and Berrin Erdogan <i>This course “Principles of Management” shows students how leaders and leadership are essential to personal and organizational effectiveness and effective organizational change. Students are increasingly active as leaders at an early age, and are sometimes painfully aware of the leadership failings they see in public and private organizations. It is the leader and leadership that combine the principles of management (the artist’s palette, tools, and techniques) to create the art of management.</i>
15. BUS273A Law for Entrepreneurs (3-hour) Course Text: Law for Entrepreneurs, v. 1.0 by Don Mayer, Daniel M. Warner, George J. Siedel, and Jethro K. Lieberman Description: This course will look at different meanings and approaches of the law of entrepreneurs and will consider how social and political dynamics interact with the ideas that animate the various schools of legal thought. This course will also look at typical sources of “positive law” in the United States and how some of those sources have priority over others, and will present some basic differences between the US legal system and other legal systems.
16. BSL283 Foundations of Business Law and the Legal Environment (3-hour) Course Text: Business Law and the Legal Environment Description: This course teaches the foundations of business law which provides students with context and essential concepts across a broad range of legal issues with which managers and business executives must grapple. The text provides the vocabulary and legal savvy necessary for business people to talk in an educated way to their customers, employees, suppliers, government officials — and to their own lawyers.
17. BUS283B The Legal and Ethical Environment of Business (3-hour) Course Text The Legal Environment of Business The Legal Environment of Business, v. 1.0 by Don Mayer, Daniel Warner, George Siedel and Jethro K. Lieberman Description: This course is interactive exercises for hands-on learning, and discussion questions for critical thought. Additionally, each chapter presents “A Question of Ethics” section, which contains real world ethical dilemmas relevant to the topic under study. These videos, exercises, discussion questions, and ethics sections all provide opportunities for students to apply concepts that they are learning in the context of relevant LEB topics that shape or restrain actual decision-makers’ actions. It’s real world practice in the safety of the classroom environment.

<p>18. HRM293A Human Resource Management (3-hour) Course Text: Human Resource Management, v. 1.0 By: Laura Portolese Dias ISBN: 978-1-4533-2912-2 This course discusses Human Resource Management (HRM) in comprehensible terms, staffing, compensation, retention, training, to employment law and policies side of the business. This course will further helps the students learn the skills of Human Resource Management and the strategic human resource management plan.</p>
<p>19. MSM293 Mastering Strategic Management (3-hour) Course Text: Mastering Strategic Management, v. 1.0 by: Dave Ketchen and Jeremy Short Description: Teaching the strategic management course can be a challenge for many professors. In most business schools, strategic management is a “capstone” course that requires students to draw on insights from various functional courses they have completed (such as marketing, finance, and accounting) in order to understand how top executives make the strategic decisions that drive whether organizations succeed or fail. Although students have taken these functional courses, many students have very little experience with major organizational choices. It is this inexperience that can undermine many students’ engagement in the course.</p>
<p>20. BUS293 Introduction to Contracts, Sales and Product Liability (3-hour) Course Textbook: Introduction to Contracts, Sales and Product Liability, v. 1.0 by: Don Mayer, Daniel Warner, George Siedel and Jethro K. Lieberman Description: This course explains how the law has different meanings as well as different functions. Philosophers have considered issues of justice and law for centuries, and several different approaches, or schools of legal thought, have emerged. This course will look at those different meanings and approaches and will consider how social and political dynamics interact with the ideas that animate the various schools of legal thought. It will also look at typical sources of “positive law” in the United States and how some of those sources have priority over others, and we will set out some basic differences between the US legal system and other legal systems.</p>
<p>21. ECO293 Principles of Economics, (3-hour) Course Text: Principles of Economics, v. 1.1 by Libby Rittenberg and Timothy Tregarthen This course provides its contents with a sense of the intellectual excitement of the field and an appreciation for the gains it has made, as well as an awareness of the challenges that lie ahead.To ensure students realize that economics is a unified discipline and not a bewildering array of seemingly unrelated topics, this course develop the presentation of microeconomics and of macroeconomics around integrating themes. The integrating theme for microeconomics is the marginal decision rule, a simple approach to choices that maximize the value of some objective.</p>
<p>22. BDL293 Leadership that Matters (3-hour) Course Text: Leadership That Matters”: The Critical Factors for Making a Difference in People's Lives and Organizations' Success [Paperback] Marshall Sashkin, Molly G Sashkin Course Description: This course gives the student understanding of Leadership that matters; promotes leadership that not only improves productivity and performance but also makes a positive difference in the lives of organization members. "Transformational leadership" is based on three personal characteristics, as well as on the organization's culture.</p>
<p>23. LOL293 Laws of Leadership (3-hour) Course Text: The 21 Irrefutable Laws of Leadership by John C. Maxwell Description: This course gives the student understanding of the Laws of Leadership that have sharpened, two new Laws of Leadership, new evaluation tool will reveal your leadership strengths-and weaknesses, and new application exercises that will help you grow as a leader</p>
<p>24. MGM Leadership Handbook of Management and Administration (3-hour) Course Text: Leadership Handbook of Management and Administration by James D. Berkley Description: This course gives the student substantial resources to pastors and church leaders practical insight into the daily issues of running a church. This course covers the full spectrum of ministry practice. Students will learn about perennial topics such as time management, negotiating the terms of a call, handling crisis and conflict, hiring and managing staff, conducting special fund drives, spending church money, and dealing with tax and law considerations.</p>

<p>25. BUS303 Building Strategy and Performance</p> <p>Course Text: Building Strategy and Performance, v. 1.0 by Kim Warren</p> <p>Description: This course introduces to the students the biggest challenge facing business leaders face. This course also clarifies the questions business leaders have and explain the contribution that a sound approaches to strategy can make by explaining why performance through time is so critical. This course also outlines some limitations of existing strategy tools that explain why few senior managers use them give you practical techniques for developing a time-based picture of the challenges they face</p> <p>Sustainability, Innovation, and Entrepreneurship</p>	<p>(3-hour)</p>
<p>26. BUS313 Sustainability, Innovation, and Entrepreneurship</p> <p>Text: Sustainability, Innovation, and Entrepreneurship, v. 1.0 by Andrea Larson</p> <p>Description: This course offers students the opportunity to analyze businesses whose products and strategies are designed to offer innovative solutions to some of the twenty-first century's most difficult societal challenges. Emerge the students in a new generation of profitable businesses is actively engaged in cleantech, renewable energy, and financially successful product system design and supply chain strategies that attempt to meet our economic development aspirations while addressing our social and ecological challenges. This course also offers background educational materials for to students, business cases illustrating sustainability innovation, and learning notes that enable student to work effectively and accelerate their learning.</p>	<p>(3-hour) Course</p>
<p>27. BUS333The Sustainable Business</p> <p>Course Text: The Sustainable Business Case Book, v. 1.0 by Ross Gittell, Matt Magnusson and Michael</p>	<p>(3-hour)</p>
<p>Merenda</p> <p>Description: This provides students with a broad overview of the core concepts of sustainability and sustainable business practice. This course serves as an introduction of engendering concepts to business students on the path to sustainability enlightenment but to highlight some of the benefits, opportunities, and challenges associated with sustainable business practices.</p> <p>What distinguishes this course is that it provides a conceptual foundation to promote understanding of sustainability concepts and frameworks and also discusses real-world business examples of sustainability in action</p>	
<p>28. PME343 Principles of Microeconomics</p> <p>Principles of Microeconomics, v. 2.0 by Libby Rittenberg and Timothy Tregarthen</p> <p>Description: Economics is the study of choice. Because choices range over every imaginable aspect of human experience, so does economics. Economists have investigated the nature of family life, the arts, education, crime, sports, law—the list is virtually endless because so much of our lives involve making choices.</p> <p>This course encompasses a far broader range of issues and defines economics by the subjects of which they investigate them. Economists have a way of looking at the world that differs from the way scholars in other disciplines look at the world so is this course. This course presents student with an economic way of thinking.</p>	<p>(3-hour) Course Text:</p>
<p>29. BOB353 Organizational Behavior</p> <p>Course Text: Organizational Behavior, v. 1.1 by Talya Bauer and Berrin Erdogan</p> <p>Course Text: This course <i>Organizational Behavior</i> is an important management course with an objective to develop material provides students with a solid and comprehensive foundation on <i>Organizational Behavior</i> that is accessible and fun. This course is comprehensive but succinct, and action-oriented whether students are just starting out in the world of work or if they are experienced manager. Moreover, the course and supplements have been provided in a direct and active style that the students will find both readily accessible and relevant.</p>	<p>(3-hour)</p>
<p>30. FOC373 Focusing on Organizational Change</p> <p>Course Text: Focusing on Organizational Change, v. 1.0 by William Q. Judge Jr.</p> <p>Description: The notion of the ambidextrous leadership mandate is clear and compelling in principle, but in practice it can be quite challenging. First, individuals tend to be better at one skill than another. This course presents an awareness and practice, ambidexterity that can be a developing and compelling logic and idea of how this ambidexterity can be cultivated.</p>	<p>(3-hour)</p>

<p>31. ECO383 Introduction to Economic Analysis (3-hour) Course Text: Introduction to Economic Analysis, v. 1.0 by R. Preston McAfee and Tracy R. Lewis Description: This course explains how economics studies the allocation of scarce resources among people—examining what goods and services wind up in the hands of which people. This course also shows how governments may be controlled by a political process and the study of allocation by the politics, which is known as political economy as a significant branch of economics.</p>
<p>32. ECO393 Principles of Microeconomics (3-hour) Course Text: Principles of Microeconomics, v. 2.0 by Libby Rittenberg and Timothy Tregarthen Description: This course enables students to realize that economics is a unified discipline and not a bewildering array of seemingly unrelated topics, which develops the presentation of microeconomics and of macroeconomics around integrating themes. This course also integrates theme for microeconomics as a marginal decision rule, a simple approach to choices that maximize the value of some objective. This helps students to recognize that economics may seem daunting to some at times, but the writing is clear and engaging.</p>
<p>33. ECO403 Microeconomics: Theory Through Applications (3-hour) Course Text: Microeconomics: Theory Through Applications, v. 1.0 by Russell Cooper and Andrew John Description: This aims to increase the students’ economic literacy both by developing their aptitude for economic thinking and by presenting key insights about economics that every educated individual should know. This course also presents all the theory that is standard in course on the principles of economics. But by beginning with applications, it also shows students why this theory is needed.</p>
<p>34. ECO413 Principles of Macroeconomics (3-hour) Course Text: Principles of Macroeconomics, v. 1.1 by Libby Rittenberg and Timothy Tregarthen</p>
<p>Description: This course integrates the themes for macroeconomics as the model of aggregate demand and aggregate supply. This course allows students to look at both short-run and long-run concepts and to address a variety of policy issues and debates. Recognizing that a course in economics may seem daunting to some students, this course makes the writing clear and engaging. Clarity comes in part from the intuitive presentation style, but it also attempts to integrate a number of pedagogical features that will make learning economic concepts and principles easier and more fun. These features are very student-focused.</p>
<p>35. ECO423 Macroeconomics: Theory through Applications (3-hour) Course Text: Macroeconomics: Theory through Applications, v. 1.0 by Russell Cooper and Andrew John Students are motivated to study economics if they see that it relates to their own lives. Students learn best from an inductive approach, in which they are first confronted with a question and then led through the process of how to answer that question. This course aims to increase their economic literacy both by developing their aptitude for economic thinking and by presenting key insights about economics that every educated individual should know.</p>
<p>36. BUS433 Business Information Systems (3-hour) Course Text: Business Information Systems: Design an App for That,v. 1.0 by Raymond Frost, Jacqueline Pike, Lauren Kenyo and Sarah Pels Description: This course introduces the students to the introductory Management Information Systems (MIS). This course is designed to help students get a feel for what a career in MIS would be like. Consequently, this course is designed to look very much like an internship—an introduction to the field followed by a substantial project.</p>
<p>37. BSM443 Small Business Management (3-hour) Course Text: <i>Small Business Management in 21st Century</i> This course <i>Small Business Management in 21st Century</i> boasts a new feature called Disaster Watch scenarios. Few texts cover, in any detail, some of the major hazards that small business managers face. Disaster Watch scenarios, included in most chapters, cover topics that include financing, bankers, creditors, employees, customers who don’t pay, economic downturns, and marketing mistakes.</p>
<p>38. BUS453 Course The Power of Selling (3-hour)</p>

Course Text: The Power of Selling

Description: The Power of Selling is the perfect course to teach students about the proven process of selling. More importantly, it teaches students how to apply the tenets of selling to how to sell themselves and get the job they want, with the same process professional sales people learn (or brush up) on their own selling skills.

39.BUS463 International Trade: Theory and Policy

(3-hour)

Course Text: International Trade: Theory and Policy

Description: This course teaches International Trade: Theory and Policy that is built on belief that understands the international economy, students need to learn how economic models are applied to real world problems. International Trade: Theory and Policy presents a variety of international trade models. It includes trade policy analysis in both perfectly competitive and imperfectly competitive markets. The text also addresses current issues such as free trade area formation and administered protection policies.

40. LCT463 Law of Commercial Transactions

(3-hour) Course

Text: Law of Commercial Transactions, v. 1.0 by Don Mayer, Daniel Warner, George Siedel and Jethro K. Lieberman

Course Text: This course is designed to provide students with knowledge that is up to date and comprehensive in its coverage of legal and regulatory issues. This course is also organized to permit students to tailor the materials to their particular approach. This course engages students by relating law to everyday events with which they are already familiar and by its clear, concise, and readable style. This course further provides context and essential concepts across the entire range of legal issues with which managers and business executives must grapple. The text provides the vocabulary and legal acumen necessary for business students to talk in an educated way to their peers, customers, employees, suppliers, government officials—and to their own lawyers.

41. FGS473 Fundamentals of Global Strategy

(3-hour)

Course Text: Fundamentals of Global Strategy, v. 1.0 by Cornelis A. de Kluyver

Description: This course looks at the opportunities and risks associated with staking out a global competitive presence and introduce the fundamentals of global strategic thinking. This course defines crafting a global strategy in terms of change—how a company should change and adapt its core (domestic) business model to achieve a competitive advantage as it expands globally. The conceptual framework behind this definition has three fundamental building blocks: a company's core business model, the various strategic decisions a company needs to make as it globalizes its operations, and a range of globalization strategies for creating a global competitive advantage.

42. ETC493 Business Ethics

(3-hour)

Beyond Integrity: A Judeo-Christian Approach to Business Ethics by Scott Rae and Kenman L. Wong

Description: Beyond Integrity is neither excessively theoretical nor simplistic and dogmatic. Rather. This course offers a balanced and pragmatic approach to a number of concrete ethical issues. Readings from a wide range of sources present competing perspectives on each issue, and real-life case studies further help the students grapple with ethical dilemmas. This course equips men and women to develop a biblically-based approach to the ethical challenges of twenty-first century business.