

BUSINESS AND LEADERSHIP

Mission Statement

The mission of Business and Leadership is to develop our students professionally, intellectually, personally, ethically, and spiritually.

Overview

Bethel's MBA and Certificate in Leadership Foundations programs are designed to help professionals advance in their careers. The programs provide high-quality, character-driven approaches to business education, focusing on ethical, moral leadership. Tailored for working professionals, the programs combine practical business skills with personal growth in emotional intelligence, self-awareness, and spiritual integration, fostering holistic development.

With guidance from experienced instructors and professional career coaches, students learn to align their faith with their work, creating a powerful connection between their values and professional goals. The Leadership Certificate program offers a stepping stone, enhancing leadership skills and resume strength with the option of the certificate counting fully toward an MBA.

Graduates are equipped to lead organizations forward ethically and with a strong sense of purpose, becoming leaders who can make a meaningful impact. The high promotion rates seen with our graduates, along with the performance of our professionals in 16 areas of business skill, is proof that our Certificate in Leadership Foundations and MBA programs are having a significant impact on the careers of our professionals.

Certificate in Leadership Foundations (<https://catalog.bethel.edu/graduate/academic-programs-disciplines/business/leadership-certificate/>)

MBA—Master of Business Administration (<https://catalog.bethel.edu/graduate/academic-programs-disciplines/business/business-administration-mba/>)

BUSN 615 • Managerial Accounting 3 Credits

Examination of key managerial accounting concepts and their applications in modern organizations. Exploration of best practices and emerging trends in accounting with a focus on managerial decisions. Research of topics and cases may include ethics, environmental accounting, long-term versus short-term profitability, constraint management, technology, cost structures, and controls.

Prerequisites: LEAD 607 or LEAD 611.

BUSN 625 • Managerial Finance 3 Credits

Exploration of the managerial finance discipline in business and including international and ethical implications. Topics covered include but are not limited to financial statement analysis, valuation and capital budgeting, risk and return analysis, capital structure and dividend policy, short-term and long-term financing alternatives, and international finance. Extensive utilization of spreadsheets and decision-making in solving problems and cases will be required.

Prerequisites: LEAD 607 or LEAD 611, BUSN 615.

BUSN 627 • Advanced Managerial Finance 3 Credits

Synthesis and evaluation of financial decisions built upon various business issues such as operations, marketing, accounting, human resources, and labor for short- and long-term company improvements. Identification of how faith-based beliefs and company culture impact team decisions.

Prerequisites: LEAD 607 or LEAD 611, BUSN 625.

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BUSN 628 • Global Finance 3 Credits

Exploration of complexities resulting from the interconnected nature of the global economy. Examination of challenges faced by organizations as they consider conducting business globally during the next decade. Integration of personal faith and ethical thinking with global financial strategies.

Prerequisites: LEAD 607 or LEAD 611.

BUSN 641 • Advanced Competitive Advantage 3 Credits

Evaluates examples of competitive advantage in use around the world. Explores the general drivers that create and sustain competitive advantage. Evaluates competitive strategy from a perspective that encompasses both internal and external realities. Explores how to maintain competitive advantage in light of moves by competitors.

Prerequisites: LEAD 607 or LEAD 611.

BUSN 642 • Innovation & Entrepreneurship 3 Credits

Exploration of the interplay between innovation, entrepreneurship, and strategy. Evaluation of new products and services for start-ups and within existing organizations. Examination of how organizational culture can both foster and hinder innovation and entrepreneurship. Analysis of the relationship between personal faith, ethics, and entrepreneurship.

Prerequisites: LEAD 607 or LEAD 611.

BUSN 643 • Strategy Execution 3 Credits

Examination of the research on the causes of failed strategy versus successful execution. Identification of both leadership and organizational best practices leading to successful strategic initiatives. Exploration of the intersection of ethics, faith, and implementation of strategy.

Prerequisites: LEAD 607 or LEAD 611.

BUSN 645 • Marketing Management 3 Credits

Evaluation of market research and effectiveness of various marketing strategies. Analysis of emerging trends that influence marketing strategy decisions. Integration of the impact of globalization on international marketing practices. Distinguish between ethical and unethical marketing practices. Application of marketing concepts in light of a personal faith and the Christian worldview.

Prerequisites: LEAD 607 or LEAD 611.

BUSN 652 • Global Operations Management 3 Credits

Focus is on a foundation of the globalization of a firm's operations including the production of goods and services, supply chain management, and global distribution. A review of political and societal issues associated with strategic global operations will be undertaken with particular focus on several global cultures.

Prerequisites: LEAD 607 or LEAD 611. Special Notes: Students cannot earn credit for both BUSN 652 and BUSN 660.

BUSN 660 • Operations Management 3 Credits

Exploration of operational management, legal, and regulatory issues throughout lifecycles of organizations considering faith, ethics, and Christian worldview. Evaluation of organizational efficiency using quality models such as Six Sigma and Lean. Designing of plans for organizational success (project management steps, outcomes, technology, production, and outsourcing). Distinction between operational management process and function.

Prerequisites: LEAD 607 or LEAD 611. Special Notes: Students cannot earn credit for both BUSN 652 and BUSN 660.

BUSN 680 • Business Strategy 3 Credits

Analysis of the fundamental elements of organizational strategy. Evaluation of the influences on an organization's strategy and the ability of an organization to achieve its strategy given its characteristics. Integration of ethical thinking and personal faith principles with strategy. Analysis of issues impacting strategic planning in organizations.

Prerequisites: LEAD 607 or LEAD 611. Coaching fee \$100

BUSN 789 • MBA Portfolio Deliverable 0 Credit

Synthesis of key learnings from the MBA program, including a reconsideration of earlier work, leadership theories and growth concepts, and the development of a professional portfolio.

Prerequisites: LEAD 611, LEAD 641, LEAD 651, LEAD 661, LEAD 671. *Grade exceptions:* Graded on an S/U basis.

ECON 635 • Managerial Economics 3 Credits

Application of economic analysis in formulating managerial decisions, drawing upon concepts of demand, production, costs, pricing strategies, profit and competition. Analysis of the broad macroeconomic forces that influence the business environment. Analysis of opportunities and risks in a global economic environment.

HCAM 600 • Healthcare Policy and Economics 3 Credits

Examination of healthcare policies from an economic perspective. Exploration of foundational economic theories and their relationships to the structure and function of the US healthcare system. Analysis of the determinants to health, the social distribution of health and disease, health disparities, quality, cost and accessibility of healthcare services.

Prerequisites: LEAD 607 or LEAD 611.

HCAM 605 • Health Informatics and Application 3 Credits

Analysis of the role of information systems and technology within a healthcare organization. Appraisal of business and technical issues associated with the selection, deployment, and use of health informatics. Evaluation of analytic methods to design, implement, and evaluate best-practice models for patient care and care delivery.

Prerequisites: LEAD 607 or LEAD 611.

HCAM 610 • Legal Aspects in Healthcare 3 Credits

Analysis of the more significant legal issues encountered by healthcare administrators and the ramifications of those issues. Exploration of the legal, policy and ethical issues encountered by healthcare professionals in the continuously evolving healthcare system. Assessment of ethical concepts in the resolution of health care ethical dilemmas.

Prerequisites: LEAD 607 or LEAD 611.

HCAM 615 • Finance for Healthcare Administrators 3 Credits

Assessment of planning and financial decision making of healthcare organizations. Financial evaluation both as a proactive exercise and a tool for organizational control. Exploration of issues of budgeting, cost determination, pricing and rate setting in a healthcare environment. Integration of academic and practical approaches and perspectives regarding healthcare financial problems.

Prerequisites: LEAD 607 or LEAD 611.

LEAD 607 • Engaging Your Potential 0 Credit

Orientation to Bethel University Graduate School, the MBA and MA Strategic Leadership programs, and the career coaching process.

Peregrine Assessment Fee: \$49 per course, or MBA students may choose to pay all Peregrine Assessment fees up front at a cost of \$375.

LEAD 611 • Leadership Theory & Personal Agency 3 Credits

Analysis of leadership theory and research as it applies to individuals and organizations. Evaluation of personal leadership capacities and identification of specific areas of growth in capacity and resilience. Analysis of the relationship between personal faith and leadership service.

LEAD 641 • Organizational Diagnostics and Health 3 Credits

Examination of organizational health and the key systems necessary to build and sustain it. Assessment of one's leadership characteristics and personal approach to organizational health and change. Use of research, theory, and faith and their roles in organizational effectiveness.

Prerequisites: LEAD 607 or LEAD 611.

LEAD 651 • Leadership Formation and Strategic Talent Management 3 Credits

Creation of a personal leadership philosophy grounded in understanding of the importance of developing others. Recognition of one's ability to both coach and to be coached. Understanding of foundational leadership processes, practices and strategies in effective talent management. Demonstration and recognition of the importance of culture, nondiscriminatory inclusion, and personal faith while providing recommendations to increase effectiveness.

Prerequisites: LEAD 607 or LEAD 611.

LEAD 661 • Data Analytics for Leaders: Making Ethical Decisions 3 Credits

Exploration of data analytics relevant to the business setting. Analysis of methods to visualize and explain quantitative data. Synthesis of appropriate strategies to make ethical and effective data driven managerial decisions.

Prerequisites: LEAD 607 and one of the following: LEAD 611, LEAD 641, or LEAD 651.

LEAD 671 • Strategic Communication for Leaders 3 Credits

Application of the theories of persuasion in communication contexts including public speaking, business writing, and interpersonal responses. Analysis of both ethical and persuasive communication skills during interpersonal interactions. Evaluation of the interactions between technology and communication. Demonstration of public speaking with the use of professional presentation software.

Prerequisites: LEAD 607 or LEAD 611.

LEAD 789 • MBA/MASL Dual-degree Portfolio Addendum 0 Credit

Synthesis of key learnings from the two master's degree programs after having completed LEAD 795 for the first master's degree.

Prerequisites: LEAD 611, LEAD 641, LEAD 651, LEAD 671. Grade exceptions: Graded on an S/U basis.

LEAD 795 • Integrative Team Capstone 3 Credits

Culmination of leadership courses as students continue in graduate work. Foundation for a collaborative project that synthesizes scholarship and practice around the development of a real-life business/leadership project. Exploration of interconnections within business and connections with other aspects of life.

Prerequisites: LEAD 611, LEAD 641, LEAD 651, LEAD 661. Grade exceptions: Graded on an S/U basis.