The BUA department strives to prepare students to take their places in society and to thrive in whatever roles they choose. The successful student who completes the program will:

- be able to analyze problems and formulate appropriate solutions;
- be able to communicate ideas effectively;
- demonstrate knowledge of the basic content of the functional areas of business: accounting, economics, finance, management, and marketing.

The department is committed to providing a broadly oriented professional education to prepare students for careers in business, government, and not-for-profit organizations. Our major in Accounting contains a large number of required core courses that provide our students with basic skills in the quantitative and qualitative aspects of business administration. In addition to this broad introduction to the primary functional areas of business, the accounting courses in the major provide a solid preparation for students who seek careers in accounting or related fields.

Many students who major in Accounting are interested in becoming a CPA (Certified Public Accountant). Earning the CPA opens the door to a variety of very attractive careers in public accounting (auditing, tax advice, or consulting), in non-accounting firms (accountant, comptroller, or chief financial officer), and in private practice (tax preparation or business consulting, for example).

In order to become a CPA, one must complete at least 150 semester hours of college (or higher level) classes, pass the CPA exam, and obtain one year of work experience that can be verified by a CPA.

The biggest hurdle for college graduates who seek this certification is the CPA exam. Students who complete the Accounting major at Georgetown College can satisfy all the requirements to take the CPA exam in Kentucky by the time they graduate. To take the exam, one must have a college degree (our B.S. in Accounting qualifies); one must complete at least 12 semester hours of related business classes (our Accounting major requires more than 12 hours in this category); and one must complete at least 27 semester hours of Accounting classes (our major requires 24 Accounting hours, but we offer a 3-hour Accounting elective annually for students who want to reach 27 and take the CPA exam, so one can graduate with the required number of Accounting hours.)

There are a few options for accumulating the 150 semester hours needed to become officially certified as a CPA. One option is to enroll in a Masters program, usually in Accounting or Business, to earn the additional hours needed. Georgetown College does have an agreement with the University of Kentucky Masters in Accounting program that can help students who pursue this route. The alternative route for amassing 150 hours is to take additional courses beyond the minimum required for graduation. Some take those classes at Georgetown College, while others take them at other institutions. Interested students should consult with an Accounting advisor as soon as possible to obtain some useful guidance on these possibilities.

Please note: Additional tuition charges are waived for students taking greater than 18 hours when all of the following conditions are met:

1. The student is required to take credit hours in excess of what is needed for graduation in order to meet professional certification requirements (ex: CPA exam).
2. The student is a senior.
3. The student meets the standard academic requirements for overload approval.
4. The academic dean approves.

**Major in Accounting**

*(B.S. DEGREE) SIXTY HOURS REQUIRED.*

**Core Courses**

*(48 hours required)*

- **BUA 125:** Introduction to Business with Computer Applications (3 hours)
- **BUA 210:** Principles of Accounting I (3 hours) **BUA 211:** Principles of Accounting II (3 hours)
- **ECO 221:** Principles of Macroeconomics (3 hours) **ECO 223:** Principles of Microeconomics (3 hours) **BUA 326:** Contemporary Marketing (3 hours)
- **BUA 330:** Business Law (3 hours)
- **BUA 335:** Principles of Finance (3 hours)
- **BUA 348:** Principles of Management (3 hours)
- **BUA 300:** Accounting/Management Information Systems (3 hours)
- **BUA 310:** Intermediate Accounting I (3 hours) **BUA 311:** Intermediate Accounting II (3 hours) **BUA 318:** Cost Accounting (3 hours)
- **BUA 413:** Principles of Auditing (3 hours)
- **BUA 415:** Income Tax Accounting (3 hours)
- **BUA 450:** Business Policy and Strategic Planning (3 hours)

**Allied Courses**

*(12 hours required)*

- **MAT 111:** Elementary Probability and Statistics (3 hours)
- **COMM 115:** Professional Communication (3 hours)
- **PHI 325:** Business Ethics (3 hours)
- **MAT 109:** Calculus for Business and the Social Sciences (3 hours) or **MAT 125:** Calculus I (3 hours)

**Minor in Accounting**

*EIGHTEEN HOURS REQUIRED.*

**Core Courses**

*(9 hours required)*

- **BUA 125:** Introduction to Business with Computer Applications (3 hours)
- **BUA 210:** Principles of Accounting I (3 hours)
- **BUA 211:** Principles of Accounting II (3 hours)

**Required Course Selections**

*(9 hours required; select three courses)*

- **BUA 300:** Accounting/Management Information Systems (3 hours)
- **BUA 310:** Intermediate Accounting I (3 hours) **BUA 311:** Intermediate Accounting II (3 hours) **BUA 318:** Cost Accounting (3 hours)
- **BUA 415:** Income Tax Accounting (3 hours)

**BUSINESS ADMINISTRATION — (BUA)**

**BUA 125: Introduction to Business with Computer Applications,** (3 hours) This course is designed to introduce students to computer applications and their uses in the business setting. This will be accomplished through various computer software programs including word processing, spreadsheet, database, and presentation software, as well as the campus network and Internet access. Students will learn to manage and analyze both business and economic data and begin to develop decision making and communication skills applicable in a business setting. Students will develop their
computer skills while working through problems that introduce them to some of the models central to the disciplines of business and economics. Offered in the fall and spring.

**BUA127 HEALTHCARE—IT'S EVERYBODY'S BUSINESS—THE TRIPLE AIM.** (3 hours) This course is designed to introduce the student to the current turbulent US healthcare environment utilizing several methods of inquiry. Students will explore their own interests in healthcare while examining how leading health care organizations in the US are pursuing “the Triple Aim” of health care change and reform: improving the individual experience of health care, improving the health of populations, and reducing the cost of care to individuals. Offered in the spring.

**BUA170 TOPICS IN BUSINESS.** (3 hours)

**BUA210 PRINCIPLES OF ACCOUNTING I.** (3 hours) This is a sequence course. It deals with the accounting policies, procedures, theories, and practices of merchandising and service concerns. Emphasis will be placed on the accounting cycle, balance sheet, income statement, partnerships, and the Generally Accepted Accounting Principles (GAAP). Achieving proficiency in Excel Spreadsheet is a course requirement. Offered in the fall and spring.

**BUA211 PRINCIPLES OF ACCOUNTING II.** (3 hours) This is a continuation of BUA210. Emphasis will be placed on long-term liabilities and share-holder’s equity, corporations, the statement of cash flows, analysis of financial statements, and managerial and cost accounting for decision making. Prerequisite: BUA210 and proficiency in Excel spreadsheet. Offered in the fall and spring.

**BUA306 ACCOUNTING/MANAGEMENT INFORMATION SYSTEMS.** (3 hours) A study of the design of accounting information systems, including flowcharting, understanding specific accounting subsystems, using computerized accounting packages, and studying advanced spreadsheet applications. Prerequisites: BUA211 and proficiency in Excel spreadsheet. Offered in the fall.

**BUA307 INTRODUCTION TO HEALTHCARE ADMINISTRATION: POLICY, ORGANIZATION, AND MANAGEMENT.** (3 hours) Examines population health with a comprehensive introduction to health services delivery: historical evolution, how the US health system is organized, managed, financed, and evaluated. Additional emphasis is on health policy, fundamentals of epidemiology, and health behavior. Offered in the fall and spring.

**BUA310 INTERMEDIATE ACCOUNTING I.** (3 hours) Review of the basic financial accounting process, the income statement, and the balance sheet. Topics covered in depth include accounting applications of time value of money and accounting for current assets, property, plant and equipment, and intangible assets. Prerequisite: BUA211. Offered in the fall.

**BUA311 INTERMEDIATE ACCOUNTING II.** (3 hours) Continuation of BUA310, including a study of current liabilities, accounting for long-term debt, stockholder equity, retained earnings, investments, revenue recognition, earnings per share, error analysis, and statement of cash flows. Prerequisite: BUA310. Offered in the spring.

**BUA318 COST ACCOUNTING.** (3 hours) Business cost accounting, special records and cost statistics and application to particular business organizations. Prerequisites: BUA211, MAT125 or 109, and MAT111. Offered in the spring.

**BUA328 CONTEMPORARY MARKETING.** (3 hours) Current techniques of marketing including e-commerce; addresses fundamental problems in producing, pricing, distributing and purchasing a product. Prerequisites: BUA211 and ECO223. Offered in the fall and spring.

**BUA330 BUSINESS LAW.** (3 hours) Principles of contracts, negotiable instruments, sales, bailments, real property, and personal property. Prerequisite: Junior standing. Offered in the fall and spring.

**BUA333 SPORTS MARKETING.** (3 hours) This course examines the marketing of sports. Students will develop an understanding of price and revenue models for sports businesses and product, distribution, and promotional issues in sports. Ongoing and current issues in sports marketing will be discussed. Prerequisites: BUA211 and ECO221 or 223.

**BUA335 PRINCIPLES OF FINANCE.** (3 hours) A study of the financial evaluation of interest, the time value of money, valuation of stocks and bonds, risk and return analysis, balance sheet analysis, and capital budgeting techniques. Prerequisites: BUA211, MAT111, and ECO221. Offered in the fall and spring.

**BUA336 QUANTITATIVE BUSINESS METHODS.** (3 hours) Quantitative analysis in support of managerial decision making, the modeling process, linear programming, simulation, decision theory, regression models, Q-Theory, and PERT. Prerequisites: MAT109 or 125, MAT111, BUA211, and ECO223. Offered in odd springs.

**BUA338 CONSUMER BEHAVIOR.** (3 hours) This course examines the behavior of buyers in the marketplace. Topics will include consumer psychology and theories of consumer behavior, the history of consumer behavior, and current issues in consumer behavior. Prerequisite: BUA326.

**BUA340 CORPORATE FINANCE.** (3 hours) Study of corporations, corporate combinations, and how they are financed. Particular emphasis given to major functions of departments, issuance of securities, managing corporate income, and taxation of corporations. Prerequisite: BUA335. Offered in odd springs.
**BUA342 INVESTMENTS.** (3 hours) Investigation of various investments. Primary emphasis on financial assets such as stocks, bonds, real estate, and insurance. Study of financial markets. Prerequisite: BUA335. Offered in the fall.

**BUA346 MARKETING RESEARCH.** (3 hours) A study of the applications of research in marketing decisions. Provides students with knowledge of marketing data and its use in decision making. Prerequisites: BUA326 and MAT111. Offered in the spring.

**BUA348 PRINCIPLES OF MANAGEMENT.** (3 hours) This course surveys fundamental management principles and explores their applications in specific business situations. The principles include all four dimensions of management: planning, organizing, leading, and controlling. Prerequisites: BUA211, ECO221, and ECO223. Offered in the fall and spring.

**BUA351 INSURANCE AND RISK MANAGEMENT.** (3 hours) An introduction to risk management principles and an examination of the role of private insurance and social insurance in the reduction of uncertainty. Emphasis will be on the risk management process and the concept of Enterprise Risk Management, insurance as a mechanism for negotiating risky outcomes, personal and commercial insurance options, and the types of social insurance available in society today. Prerequisite: BUA335.

**BUA353 INTERNATIONAL BUSINESS OPERATIONS.** (3 hours) A comprehensive course covering the internal and external environmental forces and their influence in all of the functional areas of the international firm. Topics include finance, management, marketing, production, and the multinational's ethical responsibility to the host country. Also considered are cultural, political, and legal constraints which affect international business operations. Prerequisites: ECO221, ECO223, and BUA211.

**BUA355 RETAIL AND INDUSTRIAL MARKETING.** (3 hours) A survey of the retail function as it applies to marketing theory. Examination of methods of interpreting consumer demand, overview of the buying, store management, and operation functions. Familiarizes students with product development. Emphasis on differentiating industrial buyer decision processes, exploring industrial buyer behavior, and managing the overall marketing program for the industrial product's firm. Prerequisite: BUA326. Offered in even falls.

**BUA363 INTERNATIONAL FINANCE.** (3 hours) Financing corporate enterprise in a world business environment. Examines the theory of international financial adjustments, the functions of financial institutions, and the financing of trade. Evaluating foreign exchange markets, management of currency exposure, estimating country debt-servicing capacity and external debt financing problems. Prerequisite: BUA335. Offered in even springs.

**BUA387 HUMAN RESOURCE MANAGEMENT.** (3 hours) Process and practices in human resource management including law, manpower planning, employee selection, development, motivation, performance, appraisal, compensation, and union relations. Instructional method provides for case method, laboratory exercises and small group discussion. Prerequisite: BUA348. Offered in even springs.

**BUA377 ORGANIZATIONAL BEHAVIOR.** (3 hours) The study of individual and group behavior in organizations. Identification and application of behavioral science research theories and methods. Motivation, inter-personal and intergroup relations, communications, group dynamics, norms, leadership, power, conflict, values, task characteristics, formal managerial controls, and the process of organizational decision making. Prerequisite: BUA348. Offered in the fall.

**BUA383 US HEALTH CARE DELIVERY SYSTEM.** (3 hours) A detailed study of all sectors the US healthcare system: structure, finance, technology, organization. Recent changes in health care structure and delivery will be explored with an introduction to healthcare quality and cost factors. Prerequisites: BUA307, ECO221, and ECO223. Offered in the fall.

**BUA387 HEALTHCARE SYSTEMS: US HEALTH CARE DELIVERY SYSTEM.** (3 hours) Investigation of various investments. Primary emphasis on financial assets such as stocks, bonds, real estate, and insurance. Study of financial markets. Prerequisite: BUA335. Offered in the fall.

**BUA407 HEALTHCARE SYSTEMS: US HEALTH CARE DELIVERY SYSTEM.** (3 hours) A detailed study of all sectors the US healthcare system: structure, finance, technology, organization. Recent changes in health care structure and delivery will be explored with an introduction to healthcare quality and cost factors. Prerequisites: BUA307, ECO221, and ECO223. Offered in the fall.

**BUA410 INCOME TAX ACCOUNTING.** (3 hours) Federal income tax laws relating to both personal and corporate income; preparation and filing of returns. Prerequisite: BUA310. Offered in the fall.

**BUA415 INTERNATIONAL MARKETING.** (3 hours) Environmental factors affecting world marketing management. Methods applied to estimate market potential and to select pricing and distribution strategies, communications to serve foreign markets, methods to serve the markets, management of marketing functions, and financing analyzed via case studies. Prerequisites: either BUA326 or IBC319. Offered in odd falls.

**BUA420 INDEPENDENT STUDY.** (1-3 hours) Offered in the fall and spring.

**BUA440 INDEPENDENT STUDY.** (1-3 hours) Offered in the fall and spring.

**BUA442 INTERNATIONAL MANAGEMENT.** (3 hours) The principles and special problems of management in an international context, dealing with both the parent company and the foreign affiliates. Emphasis on differences between domestic vs. international business situations in administration, marketing, finance, production, and personnel. Prerequisites: BUA348. Offered in odd springs.

**BUA450 BUSINESS POLICY AND STRATEGIC PLANNING.** (3 hours) Examination of the business enterprise as a total system in a total environment. Analysis and evaluation of the problems, opportunities, and ethical responsibilities which face a chief executive.
Emphasis on formulation and implementation of various strategies. Extensive use of case problem analysis. Prerequisites: BUA335, and either BUA326 and BUA348 or IBC319 and BUA423; this course should be taken as the capstone (last course) in the student’s program of study. Offered in the fall and spring.

**BUA452 FINANCIAL ANALYSIS AND VALUATION.** (3 hours) Financial Statement Analysis is a key technique used throughout the financial services industry. This course is a study of the tools and techniques used for the determination of the intrinsic value of a public corporation. Particular emphasis in the course will be given to: financial reporting mechanics and standards, assessing past and future financial performance, long-lived assets and long-term liabilities, and the assessment of financial reporting quality.

Prerequisites: BUA 335 and BUA 342. Offered in the spring.

**BUA454 MARKETING STRATEGY.** (3 hours) Developing marketing strategy as it relates to the total business environment. Analysis and evaluation of the problems, opportunities, and ethical challenges that marketing strategists face. Emphasis is on formulating strategies through case analysis. Prerequisites: BUA326, BUA348, BUA423, and senior standing. Offered in the spring.

**BUA457 VALUE BASED HEALTHCARE ADMINISTRATION—LINKING FINANCE AND QUALITY (CAPSTONE).**
(3 hours) An in-depth examination of the Healthcare Enterprise linking finance to quality of care. Analysis and evaluation of the problems, opportunities, and ethical responsibilities which face a chief executive. Emphasis is placed on formulation and implementation of value-based care. Prerequisite: BUA407. Offered in the spring.

**BUA460 INTERNSHIP.** (1-6 hours)

**BUA470 SPECIAL TOPICS IN BUSINESS.** (3 hours)