



DISCOVER YOURSELF

DEFINE YOUR WORLD

DESIGN YOUR FUTURE

The College

- Private, four-year, coeducational college
- Founded in 1894
- 1,722 students from 22 states and 7 countries
- Located in Sioux City, Iowa (greater Siouxland population 143,000)
- 68-acre campus on the National Register of Historic Places

Degrees conferred

- Bachelor of Arts
- Bachelor of Science
- Bachelor of Science in Nursing
- Bachelor of Music
- Bachelor of Music Education
- Master of Arts in Teaching

Academic year

- 4-4-1 academic calendar
- Campus life
- 50+ student-led clubs and organizations

Majors

- Advertising
- Art
 - Graphic Design
 - Photography
 - Studio
- Biology
- Business Administration
 - Accounting
 - Economics
 - Finance
 - Human Resource Management
 - International Business
 - Management
 - Marketing
- Chemistry
- Computer Science
 - Computer Science
 - Applied Computer Science
- Corporate Communications
- Education
 - Elementary
 - Secondary
 - Special Education

- English
- History
 - History
 - American History
- Interdisciplinary (Student-Designed)
- International Affairs
- Mass Communication
- Mathematics
- Medical Technology
- Music
 - Music
 - Music Performance
- Nursing
- Philosophy
- Physics
 - Physics
 - Engineering Physics
 - Engineering Science
- Political Science
- Psychology
 - Biopsychology
 - Counseling
 - General
 - Industrial/Organizational
- Religious Studies
- Spanish
- Theatre

Pre-professional

- Dentistry
- Engineering
- Law
- Medical Technology
- Medicine
- Ministry
- Optometry
- Pharmacy
- Physical Therapy
- Physician Assistant
- Veterinary Medicine



The Morningside College experience cultivates a passion for life-long learning and a dedication to ethical leadership and civic responsibility.

QUESTIONS

Morningside College
1501 Morningside Avenue
Sioux City, Iowa 51106

Admissions Office:
Call 1-800-831-0806, ext. 5111
Email: mscadm@morningside.edu

Financial Planning:
1-800-831-0803, ext 5159
E-mail: finaid@morningside.edu

www.morningside.edu



Business

Why study BUSINESS at Morningside?

A strong network of successful and influential alumni. Small classes that accommodate group projects, lively discussions and focus on student-centered learning. A distinctive teaching approach that encourages students to apply what they learn to real-world scenarios. Abundant internship opportunities in the Sioux City area. Courses taught by faculty who have both outstanding academic preparation and practical business experience.

What makes the program special?

- The Peter Waitt Lecture series features nationally known business and economic leaders including most recent presenters, *Washington Post* business columnist Jane Byant Quinn, former CEO of Southwest Airlines Howard Putnam, and economist Thomas Friedman.
- Morningside's location in a regional retail, business, and healthcare hub provides opportunities for field trips, internships, consulting work, and networking.
- Our professors have all worked as business professionals, so they teach from experience.
- Morningside's business alumni form a solid network of referral resources who remain active in campus life and take an interest in students.
- Small classes accommodate group discussions, team projects, and other hands-on learning projects.
- A solid core curriculum provides the foundation for success in the modern business world.
- In the unique "Discover Entrepreneurship" class, first-year students tour companies in major Midwestern cities and meet with executives who are Morningside graduates. Students also participate in community service by supporting the Junior Achievement Program in local schools.

How will I benefit?

As a business major or minor you will develop:

- An understanding of core business operations, including accounting, marketing, finance, economics, management, and quantitative methods.



BUSINESS

- The ability to think creatively and critically while applying successful business strategies in an uncertain and diverse marketplace.
- A wide variety of experiences in the real-world application of business concepts through internships, field trips, and class projects.
- Effective leadership skills through group projects and co-curricular activities.
- Persuasive oral and written communication skills through opportunities to make formal presentations in class, during internships, and in formal research projects.
- Current technical skills through the use of various computer software applications.
- A fundamental foundation in business ethics and professional standards.

What's new?

- The **Creative Edge Student Advertising Club** placed first in the national competition of the 2007 Adventure Partners advertising competition.
- The new **Center for Entrepreneurship Education** provides resources for students who are interested in starting and operating a business enterprise.
- A Morningside student chapter of **CEO (Collegiate Entrepreneur Organization)** is now in full operation.

How about the details?

Majors

Students who choose to pursue a Bachelor of Science degree in business administration must select a field of business to emphasize in their studies. The emphasis areas are accounting, management, human resource management, international business, marketing, finance, and economics.

Advertising and Corporate Communications are interdisciplinary majors that combine study in business, graphic design, and mass communication.

The Bachelor of Arts in Business Administration allows students to gain a business degree by completing the core curriculum of the department.

Courses

The Business Core Curriculum

MATH	Students take a math course appropriate to their level of study.
ECON 200	Principles of Economics
ACCT 203	Introduction to Financial Accounting
ACCT 204	Managerial/Cost Accounting 1
BUSN 101	Discover Entrepreneurship

BUSN 231	Principles of Management
BUSN 314	Business Law
BUSN 321	Principles of Finance 1
BUSN 341	Principles of Marketing
BUSN 484	Business Policy

Other Accounting Courses (ACCT)

301	Intermediate Accounting I
302	Intermediate Accounting II
304	Managerial Cost Accounting II
308	Income Tax
402	Auditing
409	Advanced Accounting
490	Preceptorship in Accounting

Other Business Courses (BUSN)

323	Principles of Finance II
334	Human Resource Management
336	Employment Law
338	Production/Operations Management
339	Project Management
340	International Business
342	Principles of Advertising
343	Sales Management
344	International Marketing
346	Marketing Research
347	Advertising Campaigns
426	Securities & Investment
430	Contemporary Leadership and Ethics
447	Advanced Advertising Campaigns
490	Preceptorship

Other Economics Courses (ECON)

300	Principles of Economics II
313	International Political Economics
315	Economics & Public Policy
320	International Economics & Finance
321	Money & Banking
322	Intermediate Macroeconomic Theory

323	Intermediate Microeconomic Theory
490	Preceptorship

Internships

ACCT 471/472	Accounting
BUSN 421/422	Finance
BUSN 431/432	Human Resource Management
BUSN 441/442	Marketing
BUSN 461/462	International Business
BUSN 471/472	Management

Who are the faculty?

Full-Time Faculty and Advisors

Samuel Clovis, Jr., Professor and Chair of the Department of Business Administration and Economics.

Former corporate executive with Northrop Grumman and nationally-recognized expert in homeland security national preparedness public policy issues.

Teaches senior level business classes and interdisciplinary public policy classes.

Education: B.S., USAF Academy; MBA, Golden Gate University; D.P.A., University of Alabama

Deanna Daniels, Associate Professor of Accounting

Former auditor with Arthur Andersen & Co and instructor at University of Southern California and at California State University, Long Beach.

Teaches a variety of financial and managerial accounting classes.

Education: B.S., M.Acc., University of Denver; Ph.D., University of Southern California

S. Aun Hassan, Assistant Professor of Economics.

Former assistant manager in consumer banking and financial accounting in Pakistan and regional manager of XD Group of China, a multinational corporation.

Teaches courses in economics and finance.

Education: B.A. and M.A., Punjab University in Pakistan; Ph.D., Texas Tech University

James Hopkins, Professor of Accounting CPA and former tax accountant with a regional public accounting firm and private accountant with a local corporation.

Teaches accounting classes.

Education: B.S., Ferris State University; M.A., University of Nebraska-Lincoln

Twyla Kalas, Inststuctor

CPA and Former CFO, Sioux City Arch Diocese.

Teaches classes in accounting and management.

Education: B.A., Briar Cliff University; MBA, University of South Dakota; currently working on her law degree, University of South Dakota.

Douglas Livermore, Professor of Business Administration

Former marketer for Barber-Coleman Col, Burroughs Corp. and MCI.

Teaches Discover Entrepreneurship, marketing, and marketing-related courses.

Education: B.S., M.S.E., Wayne State College; Ed.D., University of Northern Colorado.

Pamela Mickelson, Professor of Business Administration

Former Vice President of a FBO and a charter airfreight business.

Teaches Discover Entrepreneurship and advertising courses; faculty advisor for the Creative Edge Ad Club.

Education: B.S., Henderson State University; M.S., Arkansas State University; Ed.D., Oklahoma State University.

Molly Williams, Professor of Business Administration

Former attorney in private practice, corporate attorney for a local financial institution, and United States Bankruptcy Trustee.

Teaches Discover Entrepreneurship, business law, and courses in the human resource management emphasis area.

Education: B.A., University of Notre Dame; J.D., University of South Dakota



What happens inside the classroom?

- Faculty use real-world examples, drawn from their years of experience in the business world.
- Class groups might run a business, develop a marketing plan, or design a management assessment tool as part of an ongoing project.
- Basic theoretical concepts are applied to real-world situations through group projects, case studies, and analysis.

What happens outside the classroom?

- Join the Creative Edge Ad Club where you'll design an advertising and marketing campaign for a national company like Cadillac and enter the final project in the national competitions. The club took first place in national competition in 2007 and finished second in 2006.
- Get in on the ground floor with E-Group. Mentor incoming business students, bring in guest speakers on entrepreneurship, attend the annual CEO conference, use the abundant resources of the department (including faculty advising) and support students running their own businesses.

Where can I go from here?

Expect to join the approximately 100% of previous Morningside College Business Administration graduates in finding gainful employment in your field of study within six months of graduation.

