

INTERNATIONAL BUSINESS

Description

We aim to develop both the **mindset and skillset** that will make our graduates outstanding global citizens who are effective in one of six functional areas, namely: business administration (i.e., general international business), economics, finance, management, marketing, and supply chain management and analytics. Our international business (IB) major is designed to give students a combination of skills in a functional area (i.e., an option) and global business. Therefore, international business graduates pursue careers in one of the six areas they choose to specialize in.

To succeed in international business, one must thrive in unfamiliar and dynamic conditions. Cultural and language barriers, socioeconomic diversity, geopolitical tensions, and unstable legal regimes are some of the constant challenges we prepare our students to face. These conditions are present in domestic and international markets.

Excelling within such conditions requires a high level of understanding, patience, judgment and other social skills. International Business students are well-grounded and confident even when they face being wrong in order to get it right. Their quest for understanding breeds good judgment and intuition to lead through empathy.

We push students to become aware of cognitive biases that permeate all human interaction and impede understanding and decision making. We give them tools to control their own biases using mindfulness practice. We also nurture skills for framing discussions to avoid biases in others. We study techniques developed in international diplomacy for negotiation in the international context. The ethical dilemmas common to international business and how they appear in everyday dealings are examined.

Our rigorous coursework draws on practical academic disciplines that prepare students to perform different business functions. In addition, we constantly strive to develop students' skills and feed their intellectual curiosity. We require students to advance their foreign language skills, not simply for practical reasons but to develop empathy and neuroplasticity; and we require an international internship or practicum to develop character and experience. Finally, students immerse within the global context to challenge and develop their skills through our global immersion programs where they work on multidisciplinary projects in established markets (e.g., parts of Europe) as well as in frontier markets, including Africa, Asia, and South America.

COLLEGE REQUIREMENTS

College Admission

The entrance requirements for the College of Business (CoB) are the same as the University of Nebraska–Lincoln General Admission Requirements.

Honors Program

Nebraska Business Honors Academy

The Nebraska Business Honors Academy is a unique cohort-based program for high-ability students with demonstrated leadership potential. The goal of the Academy is to develop critical thinking, problem-solving, and communication skills to prepare graduates to be strategic decision-makers and innovators. The Academy combines a rigorous curriculum (including approximately 40 credit hours of cohort-based courses) with leadership training, co-curricular activities, and corporate involvement.

Nebraska Business Honors Academy requirements differ from those listed in the catalog. Students work closely with the Academy's advisors on appropriate sequencing and enrollment in Academy-specific requirements.

Jeffrey S. Raikes School of Computer Science and Management

The purpose of the Jeffrey S. Raikes School of Computer Science and Management is to produce unique graduates who combine business knowledge and computing fundamentals for enterprise information and software systems. Graduates will be professionals who understand the multiple levels of new information systems and who become the technology sector's innovators, product developers, entrepreneurs, chief information officers, and CEOs. Students interested in learning more about the Jeffrey S. Raikes School of Computer Science and Management program and curriculum requirements (which may differ from those listed here) are encouraged to call 402-472-6000 or visit the Jeffrey S. Raikes program website (<https://raikes.unl.edu/>). Students may also reference the Jeffrey S. Raikes School of Computer Science and Management catalog section under Other Academic Units.

College Degree Requirements

Overview of College Degree Requirements

The curriculum requirements for the College consist of coursework in four areas. All coursework (except electives and where otherwise noted) must be taken for a grade.

1. Non-Business Requirements

- Consist primarily of College and University ACE (Achievement-Centered Education) coursework

2. Business Core

- Purposeful Strategist (includes ACE 6, 8, 10)
- Data Driven Decision Maker
- Effective Communicator (includes ACE 1 and 2)
- Empowered Professional

3. Business Major

4. Electives

Non-Business Requirements

(remaining ACE requirements not included in the Business Core and Business Major requirements)

Five Courses (normally 15-17 hours)

All students in the College of Business will take the following non-business courses (unless otherwise noted).

- The college requires a calculus course from the below options to complete the ACE 3 requirement.
- Most students will take coursework to fulfill these requirements during the freshman/sophomore year. However, if hours are still needed during the junior/senior year, there may also be options to 'double count' coursework for ACE 4 and/or ACE 9 toward the major or a minor. This is likely to be of most benefit to 'transfer-in students' due to the nature of the program and when ACE requirements are traditionally taken.

All ACE coursework must be taken for a grade.

ACE 3: Mathematical, Computational, Statistical or Formal Reasoning Skills

Choose ONE of the following:

MATH 104 Applied Calculus

MATH 106 Calculus I

Any advanced calculus course above the 106 level

Notes regarding the selection of coursework for ACE 3:

- **Credit cannot be given for both MATH 104 and MATH 106.** Students must determine the appropriate course early in their program.
- A first-semester student's score on the Math Placement Exam will determine eligibility for MATH 104 or MATH 106. The student should select between these classes based on the following sets of circumstances:
 - Actuarial science majors **MUST** take MATH 106 (or a higher-level calculus). They will later take MATH 107 Calculus II and MATH 208 Calculus III.
 - Raikes students **MUST** take MATH 106 and MATH 107 (or a higher-level calculus).
 - MATH 106 (or higher calculus) is **strongly encouraged** for those students majoring in accounting, majoring in finance, majoring in economics, or considering graduate school.

Math Placement Exam (MPE)

Students admitted to the College of Business are required to take a Math Placement Exam prior to enrolling in the college math requirement of MATH 104 or MATH 106 (or higher math). The results will determine where a student starts.

- Preparatory courses should be taken as soon as possible to avoid future sequencing problems.
- Additional information about the exam can be found on the Math Placement website (<http://www.math.unl.edu/resources/undergraduate/mpe/>).

Whether required to enroll in preparation coursework first, as indicated on the MPE (MATH 100A Intermediate Algebra, MATH 101 College Algebra and/or MATH 103 College Algebra and Trigonometry), or in one of the required courses, it is critical to begin math the first semester on campus.

ACE 4: The Study of Scientific Methods and Knowledge of the Natural and Physical World

Choose one course from ACE 4 Certified Courses. (Course credit will vary between 3-5 credit hours.)

ACE 5: Study of Humanities

Choose one course from ACE 5 Certified Courses.

ACE 7: Study of the Arts to Understand Their Context

Choose one course from ACE 7 Certified Courses.

ACE 9: Global Awareness or Knowledge of Human Diversity Through Analysis of an Issue

Choose one course from ACE 9 Certified Courses.

In any of the above instances where double counting is an option, only 3 hours of credit are awarded; students will still need to meet the 120 hours for graduation.

Business Core – Four Sections (approximately 53 hours for most majors)

- Purposeful Strategist – 33 hours
- Data Driven Decision Maker – 7 hours (17 hours for Actuarial Science)
- Effective Communicator – 9 hours (7 hours for Actuarial Science)
- Empowered Professional – 3-4 hours

The Business Core is designed to expose students to the various business disciplines. The Business Major courses are those courses identified for each of the individual majors. All coursework for the Business Core (except where noted differently) must be taken for a grade. All students in the College of Business will take the Business Core (unless otherwise noted).

Purposeful Strategist - 33 hours

- MNGT 101 Introduction to Business
- ACCT 201 Introductory Financial Accounting
- ACCT 202 Introductory Managerial Accounting
- ECON 211 Principles of Macroeconomics (ACE 6)
- ECON 212 Principles of Microeconomics (ACE 6)
- BLAW 371 Legal Environment (ACE 8)
- FINA 361 Finance
 - Actuarial Science majors take FINA 461.
- MNGT 301 Introduction to Management
- MRKT 341 Marketing
- SCMA 331 Operations and Supply Chain Management
- MNGT 475 Business Strategies (ACE 10)
 - A capstone course integrating business concepts covered throughout the program.
 - Actuarial science majors may take FINA 461 concurrently with MNGT 475.
 - Must be taken at the University of Nebraska-Lincoln and taken for a grade.

Data Driven Decision Maker

- BSAD 50 Business Computer Applications
 - Required basic-skills computer course that uses Microsoft Access, Word, PowerPoint, and Excel.
- SCMA 250 Spreadsheet Analytics
 - Actuarial science majors take ACTS 250 Actuarial Technical Skills.
- ECON 215 Statistics (ACE 3)
 - Must take ECON 215 (not STAT 218 Introduction to Statistics nor EDPS 459 Statistical Methods nor CRIM 300 Applied Statistics and Data Processing in the Public Sector nor SOCI 206 Introduction to Social Statistics).
 - Actuarial science majors **MUST** take ACTS 445 Introduction to Actuarial Models instead of ECON 215; (actuarial science majors will also take STAT 462 Introduction to Mathematical Statistics I: Distribution Theory and STAT 463 Introduction to Mathematical Statistics II: Statistical Inference).
 - Economics majors or minors can take STAT 380 instead of ECON 215.

- SCMA 350 Business Analytics/Information Analysis
 - Marketing and agribusiness majors may choose to take MRKT 350.
- Actuarial science majors will take SCMA 451 Introduction to Predictive Analytics.

Effective Communicator

- BSAD 220 Business Writing (ACE 1)
- MRKT 257 Sales Communication (ACE 2)
 - Or, COMM 286 Business and Professional Communication (ACE 2)
- BSAD 261 Applied Improv for the Successful Business Leader
- BSAD 340 Navigating Emerging Technologies in Business
 - ACTS 475 meets the knowledge requirement for BSAD 340 for Actuarial Science majors; BSAD 340 is waived for Actuarial Science majors.

Empowered Professional (PrEP) (3-4 hours)

Designed to develop confident and professional business students positioned for lifelong career success, the Professional Enhancement Program (PrEP) consists of four required 1-hour courses.

- BSAD 111 PrEP I, Investing in Strengths or BSAD 111S
- BSAD 222 PrEP II, Career Development and Planning
- BSAD 333 PrEP III, Internship and Job Search Strategies
- BSAD 444 PrEP IV, Professional and Life Skills
 - Taken the semester of graduation.

Business Major – (21-31 hours)

- Coursework for the major requires completion of specific, required courses of the department (see individual major page), along with other guidelines.
- Business majors and minors cannot double count with Business Core (for example, MNGT 301 and MNGT 475 do not count towards the management majors).
- Business students cannot earn a major and a minor in the same area (for example, an Economics major cannot get an Economics minor; an International Business major cannot earn a Global Leadership minor). Similarly, International Business majors cannot earn a major or minor in the same option or subplan as their International Business major. (For example, an International Business-Finance major cannot earn a major or minor in Finance but could earn a major or minor in any other business area.)
- Business Administration majors cannot double count courses with any College of Business major or minor.
- Careful and advanced planning is necessary, as some courses for the major may not necessarily be available every semester, and classes for the major are limited in the summer sessions.
- ALL coursework for the major must be taken for a grade (students may not take classes Pass/No Pass).
- Sequencing of classes is critical; plan the major courses well in advance of enrollment. Visit with an academic advisor for assistance in planning critical class sequencing.
- A maximum of 3 hours of coursework may transfer if the 18-hour limitation has not been exceeded. Further restrictions may apply.

Electives – Hours vary to meet 120 hour minimum to graduate

Electives round out the rest of the 120 hour curriculum. Students have the option to choose courses toward a second major, a dual degree, a minor (or two); or students can simply select courses of personal interest.

- Some hours may need to be additional business coursework (to meet the requirement that 60 hours of coursework be in business). This requirement will vary by major.
- In a 21-hour Business Major, students will average 28 hours of elective credit; second major options and/or minors may be appropriate to consider for elective hours.

Other Requirements

Business Course/Business Elective Hours

At a minimum, 60 hours of business courses are required for the BSBA degree.

The required hours WILL VARY BY MAJOR, dependent on how requirements have been accepted and/or completed throughout the previous components of the program. While **GENERAL MINIMUM** guidelines by major are noted below, the Degree Audit will specify *minimum business* credit hour expectations for each student. Students will generally see this addressed under the ELECTIVE section (BUSINESS ELECTIVES) on the Degree Audit.

- Economics, marketing, and management (Entrepreneurship, General, and Leadership options) majors – 3 hours of business electives.
- Accounting, business administration, and management (Human Resources and Clifton Builders options) majors – no additional business coursework, as the major consists of 24 hours of business coursework.
- Actuarial science majors – no additional business coursework, as the major consists of more than 24 hours of business coursework.
- Finance majors – no additional business coursework, as the major consists of 24-27 hours of business coursework.
- Supply chain management and business analytics majors – no additional business coursework, as the major consists of 27 hours of business coursework.
- Agribusiness, Business & Law, and Raikes majors – no additional business coursework required due to intent of major as being 'business-related' coursework.
- Additional hours may be required if there is a variation in hours for Non-Business Requirement, Business Core, Business Major, or if there is a violation of transfer limits, etc.

Experiential Learning Requirement

All undergraduates in the College of Business must complete an Experiential Learning designated course or experience (which may include 0-credit courses designated to document co-curricular activities recognized as experiential learning).

Grade Rules C- and D Grades

While students may earn grades of C- or D, there are restrictions and recommendations for such grades and further enrollment options:

- A grade of C or higher is expected in prerequisite courses to enroll in ACCT courses.
- A grade of C or higher is required in FINA 361 in order to take most upper-level FINA courses.
- A grade of C or higher is required in other departmental higher-level sequencing courses (i.e., MATH 101 to take MATH 104, etc.). See course descriptions to determine enrollment restrictions.
- Grades of C- or lower may be replaced in the calculation of GPA by retaking the course at the University of Nebraska–Lincoln or within the University system (UNK, UNO).
- Grades of C or better are required to transfer courses from outside of the University of Nebraska system.
- Academic bankruptcy options may be considered for students who have one or two semesters of poor performance.

- Advanced Placement grades of Pass and Credit By Exam grades of Pass will be accepted to fulfill degree requirements. These hours will not count against the 6-hour-maximum hours permitted.
- Students who travel abroad and return with “credit” rather than grades from the institution where they studied may use Pass grades to fulfill degree requirements. These hours will not count against the 6-hour maximum number of hours permitted.

Pass/No Pass

Several restrictions apply when considering the Pass/No Pass option:

- BSAD 111, BSAD 222, BSAD 333, BSAD 444, and BSAD 50 are offered only as Pass/No Pass. All are required.
- Students may apply no more than 6 hours of elective credit using the Pass/No Pass option (excludes ACCT 395A, BSAD 111, BSAD 222, BSAD 333, BSAD 444, BSAD 395 (and cross-listings), MRKT 395).
- **No** student enrolled in **any** college at the University of Nebraska–Lincoln may take business courses in the College of Business using the Pass/No Pass option.
- College of Business students may **NOT** take coursework to satisfy ACE requirements, nor any required business coursework, including in the major and minor, using the Pass/No Pass option.
- Students majoring in actuarial science through the College of Business may **NOT** take any math, actuarial science, or required courses using the Pass/No Pass option.
- Students taking courses to fulfill the requirements of a minor in an area of study outside the College of Business are subject to College rules restricting use of the Pass/No Pass option if courses in the minor are used to meet ACE or any college-specific requirements.
- Students seeking any minor outside the College should verify rules applying to minimum grade expectations and Pass/No Pass options with the advisor for their minor, as additional restrictions may apply and often vary.
- Students from UNO/UNK/UNMC and from other institutions are subject to the same restrictions listed here for University of Nebraska–Lincoln students.

Exceptions to the above rules are limited to the following and no other exceptions will be made.

- An independent study or an internship course (391, 395, 396) may be taken in the College of Business using the Pass/No Pass option with the permission of the instructor and the department chair, but College of Business students who qualify for this exception may use the independent study or an internship course (391, 395, 396) **only** as elective credit.
- ACCT 395A, BSAD 395 (and cross-listings) and MRKT 395 taken in the Pass/No Pass format will not count against the six hour Pass/No Pass maximum in open electives.

Transfer Credit Rules

For detailed information on transfer credit rules, see Transfer Credit Restrictions (<https://catalog.unl.edu/undergraduate/business/>) under Course Exclusions and Restrictions (<https://catalog.unl.edu/undergraduate/business/>).

Residency

At least 30 of the last 36 hours of credit must be registered for and completed in residence at the University of Nebraska–Lincoln.

Students electing to study abroad during part of this time are exempted for the hours earned abroad, but no additional hours may be transferred in the last 36 hours. This exemption requires filing a written appeal in the Business Advising and Student Engagement Office (Hawks Hall 125).

ACE Requirements

All students must fulfill the Achievement-Centered Education (ACE) requirements. Information about the ACE program may be viewed at the Achievement-Centered Education website (<https://ace.unl.edu/>). MyRED may also be used to search for currently offered ACE classes.

ACE Achievement-Centered Education—Ten Courses (normally 30 hours)

This is the university’s innovative, outcomes-focused general education component designed to enhance the undergraduate experience by providing broad exposure to multiple disciplines, complementing the major, and helping students develop important reasoning, inquiry, and civic capacities.

Important rules to remember when selecting coursework to meet this requirement:

- There are 10 ACE Student Learning Outcomes (SLOs). At least one course, equivalent to 3 credit hours, must be taken for each of the 10 SLOs.
- Up to three ACE SLOs from ACE 4–10 may be satisfied by work in one subject area.
- ACE SLOs must be satisfied by work in at least three subject areas.
- No ACE course may satisfy more than one ACE SLO in a student’s program.
- If an ACE course addresses two ACE SLOs, the student decides which one of the two outcomes the course will satisfy in that student’s program. (The Degree Audit will make an automatic decision based on first course taken, first SLO needed.)
- As part of the College requirements of non-business and business courses, many courses will also work for ACE. Students should carefully review required coursework with ACE options to make the best use of courses to fulfill both degree requirements as well as University of Nebraska–Lincoln ACE requirements.

Catalog Rule

Students (including transfer students) must follow the Undergraduate Catalog in effect when they are admitted into the College of Business. Students who leave the College and return, or those applying for 'readmission' to the College, are subject to requirements in place at the time of their readmission to the College.

Students who have transferred from a community college may be eligible to fulfill the requirements as stated in the catalog for an academic year in which they were enrolled at the community college prior to attending the University of Nebraska-Lincoln. The College will determine eligibility in consultation with academic advisors, provided the student a) was enrolled in a community college during the catalog year they are utilizing, b) maintained continuous enrollment at the previous institution for 1 academic year or more, and c) continued enrollment at the University of Nebraska-Lincoln within 1 calendar year from their last term at the previous institution. Students must complete all degree requirements from a single catalog year and within the timeframe allowable for that catalog year.

Learning Outcomes

Graduates of international business will be able to:

1. Adapt a business function, such as economics, finance, management, marketing, and supply chain management in the international context.
2. Demonstrate how to lead effectively in global teams.
3. Integrate knowledge from multiple areas in making business decisions.
4. Identify stakeholders and consider their perspectives in an ethical fashion.
5. Demonstrate cultural awareness of at least one international location or region.
6. Recognize the variations in logical constructs arising from cultural differences.

Major Requirements

Core Requirements

International Business Major

In addition to the College Degree Requirements, students will complete 27 hours of coursework for the major.

The five components of an international business major are:

1. **Complete 15 credit hours of business courses** selected from one of the following functional area options:
 - Business Administration (or General International Business)
 - Economics
 - Finance
 - Management
 - Marketing
 - Supply Chain Management
2. **Complete 12 hours of international business courses** from the specified list for the selected functional area option.
 - 3 hours with BSAD 420 Global Leadership and the Culture Map
 - 9 hours from the specified list for the chosen functional area option

3. **Global Immersion:** Complete a study abroad experience for a total of one full semester (at least 13 weeks). This requirement will show as BSAD 70 Global Immersion on student's University of Nebraska–Lincoln transcript.
4. **Language Study:** Complete the equivalent of at least 8 credit hours of a foreign language, which may be completed during the study abroad experience. It is possible that the language coursework can be counted towards electives or left untranscribed. This requirement will show as BSAD 71 Language Study on a student's University of Nebraska–Lincoln transcript.
5. **International Internship/Practicum:** Participate in an international internship/practicum experience, BSAD 72 International Internship/Practicum.
 - Internship must be pre-approved by the international business director.

Students interested in an international business minor should consider the [Global Leadership minor](https://catalog.unl.edu/undergraduate/business/global-leadership-minor/) (<https://catalog.unl.edu/undergraduate/business/global-leadership-minor/>).

Specific Major Requirements

- A. **Options:** To gain expertise in a functional area of business, IB majors must choose one option (General International Business, Economics, Management, Finance, Marketing, or Supply Chain Management) and must complete the required 15 credit hours for that option. Required courses for each option are shown below.
- B. **International Business Courses:** IB majors must take at least 12 credit hours from the IB course list associated with the selected option, including a required 3-credit-hour integrated IB course (BSAD 420 Global Leadership and the Culture Map, described below). Up to 6 credits of BSAD 491 International Studies in Business and Economics may be applied to the International Business Courses requirement. Students with interests in specific regions or countries should consider pursuing a regionally-focused minor (e.g., minor in African Studies or Asian Studies) and/or take BSAD 491 courses that focus in their region of interest (e.g., BSAD 491 for Doing Business in Nigeria or Doing Business in China) when offered.
- C. **BSAD 420 is required for IB majors.** This course will connect functional areas to global contexts. The course will cover international management from a strategic perspective with an in-depth focus on cross-cultural dimensions among countries. This course is taught from an international perspective, not taught from the perspective of U.S. enterprises. This is an experiential course where students learn how to launch an international venture or project while developing cultural competency. The project is interdisciplinary and may draw from education, engineering, science, social science, and humanities and is set in a particular cultural context.
- D. **IB students are required to complete a global immersion experience comprised of a semester abroad.** BSAD 70 Global Immersion. One semester abroad must be at least 13 weeks. This requirement may be met by multiple shorter study abroad experiences totaling 13 weeks. Students must submit a pre-approval form for BSAD 70 to the IB Program that outlines details and plans for their global immersion experience. This BSAD 70 requirement is fulfilled with zero credit hours and is therefore Pass/No Pass.
- E. **Students must earn the equivalent of a minimum of 8 credit hours of foreign language credit.** BSAD 71 Language Study. For many College of Business-sponsored study abroad options, foreign language classes will be taught in the host country and the cost of the foreign

language courses will be included in the study abroad program costs. Alternately, a student can complete a minimum of 8 credit hours of foreign language at Nebraska. BSAD 71 must be pre-approved by the IB director. This BSAD 71 requirement is fulfilled with zero credit hours and is therefore Pass/No Pass. International students are not allowed to use their native language to meet the foreign language requirement. International students may use English as their foreign language if English is not their native language by taking an equivalent of 8 credit hours of English language beyond their required English language courses. This additional language training must be aimed at improving written and/or spoken English proficiency. As such, the equivalencies may be a combination of credit or non-credit bearing courses, ESL courses, certificate programs, and/or structured conversational classes and programs. Equivalencies will be determined by assigning 1 credit hour to every 15 hours of language training. Training may be undertaken either at the University of Nebraska–Lincoln or at a different institution but should be pre-approved by the IB director whose office will maintain a list of suggested courses and programs. Students completing the minimum of 8 credits of foreign language at Nebraska may select any course from ARAB, CHIN, CZEC, FREN, GERM, JAPN, RUSS, or SPAN. Courses that are excluded from applying include: ARAB 288, ARAB 306, JAPN 331, and JAPN 483.

- F. **IB students are required to complete an international internship and/or practicum experience.** BSAD 72 International Internship/Practicum. This internship/practicum may be a paid or non-paid project-based practicum or traditional internship and must be approved by the IB director. They must complete the pre-approval form outlining details of their internship, including learning objectives. Students may take the initiative in arranging the internship or seek help through the IB program or Career Services. This BSAD 72 requirement is fulfilled for zero credit hours and is therefore Pass/No Pass.

Option Requirements

IB majors must declare one of these options as a formal option within their major. Options are available in economics, management, finance, marketing, supply chain management, and general international business. Specific requirements for each option and the associated international business courses are shown below.

I. Economics Option

ECON 311B	Intermediate Macroeconomics - Descriptive	3
ECON 312B	Intermediate Microeconomics - Descriptive	3
ECON 321	Introduction to International Economics	3
Choose two from the following:		6
ECON 421	International Trade	
ECON 422	Exchange Rates and the Global Macroeconomy	
ECON 423	Global Poverty, Growth and Economic Development	
<i>International Business Courses</i>		
BSAD 420	Global Leadership and the Culture Map	3
Select 9 credit hours of the following:		9
BSAD 320	Global Issues	
BSAD 491	International Studies in Business and Economics	
ECON 466	Pro-seminar in International Relations	
ECON 467	Pro-seminar in International Relations II	

FINA 450	International Financial Management	
MNGT 414	International Management	
MRKT 453	International Marketing	
SCMA 439	Global Sourcing and Distribution	
SCMA 459	Global Information Systems	

Total Credit Hours **27**

II. Management Option

MNGT 360	Managing Behavior in Organizations	3
ENTR 321	Foundations of Entrepreneurship	3
MNGT 361	Human Resource Management	3
MNGT 365	Managing Diversity in Organizations	3
MNGT 412	Negotiating and Conflict Management	3

International Business Courses

BSAD 420	Global Leadership and the Culture Map	3
Select 9 credit hours of the following:		9

BSAD 320	Global Issues	
BSAD 491	International Studies in Business and Economics	
ECON 321	Introduction to International Economics	
ECON 421	International Trade	
ECON 422	Exchange Rates and the Global Macroeconomy	
ECON 423	Global Poverty, Growth and Economic Development	
ECON 466	Pro-seminar in International Relations	
ECON 467	Pro-seminar in International Relations II	
FINA 450	International Financial Management	
MNGT 414	International Management	
MRKT 453	International Marketing	
SCMA 439	Global Sourcing and Distribution	
SCMA 459	Global Information Systems	

Total Credit Hours **27**

III. Finance Option

FINA 363	Investment Principles	3
FINA 365 / ECON 365	Financial Institutions	3
FINA 367	Fixed Income Investments	3
FINA 450	International Financial Management	3
FINA 461	Advanced Finance	3

International Business Courses

BSAD 420	Global Leadership and the Culture Map	3
Select 9 credit hours of the following:		9

BSAD 491	International Studies in Business and Economics	
BSAD 320	Global Issues	
ECON 321	Introduction to International Economics	
ECON 421	International Trade	
ECON 422	Exchange Rates and the Global Macroeconomy	
ECON 423	Global Poverty, Growth and Economic Development	
ECON 466	Pro-seminar in International Relations	



ECON 467	Pro-seminar in International Relations II	
MNGT 414	International Management	
MRKT 453	International Marketing	
SCMA 439	Global Sourcing and Distribution	
SCMA 459	Global Information Systems	
Total Credit Hours		27

IV. Marketing Option

MRKT 345	Market Research	3
MRKT 346 / SCMA 346	Marketing Channels Management	3
MRKT 347	Marketing Communication Strategy	3
MRKT 453	International Marketing	3
MRKT 442	Marketing Management	3

International Business Courses

BSAD 420	Global Leadership and the Culture Map	3
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Select 9 credit hours of the following: 9

BSAD 320	Global Issues	
BSAD 491	International Studies in Business and Economics	
ECON 321	Introduction to International Economics	
ECON 421	International Trade	
ECON 422	Exchange Rates and the Global Macroeconomy	
ECON 423	Global Poverty, Growth and Economic Development	
ECON 466	Pro-seminar in International Relations	
ECON 467	Pro-seminar in International Relations II	
FINA 450	International Financial Management	
MNGT 414	International Management	
SCMA 439	Global Sourcing and Distribution	
SCMA 459	Global Information Systems	

Total Credit Hours 27

V. Supply Chain Management Option

SCMA 335	Decision Making Models	3
SCMA 431	Digital Enterprise Systems	3
SCMA 432	Supply Chain Planning and Control Systems	3
SCMA 439	Global Sourcing and Distribution	3
SCMA 346 / MRKT 346	Marketing Channels Management	3

International Business Courses

BSAD 420	Global Leadership and the Culture Map	3
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Select 9 credit hours of the following: 9

BSAD 320	Global Issues	
BSAD 491	International Studies in Business and Economics	
ECON 321	Introduction to International Economics	
ECON 421	International Trade	
ECON 422	Exchange Rates and the Global Macroeconomy	
ECON 423	Global Poverty, Growth and Economic Development	

ECON 466	Pro-seminar in International Relations	
ECON 467	Pro-seminar in International Relations II	
FINA 450	International Financial Management	
MNGT 414	International Management	
MRKT 453	International Marketing	
SCMA 459	Global Information Systems	

Total Credit Hours 27

VI. General International Business Option

ACCT 301	Using Accounting Information	3
ECON 311B or ECON 312B	Intermediate Macroeconomics - Descriptive	3
FINA 363	Investment Principles	3
MNGT 360	Managing Behavior in Organizations	3
SCMA 346 / MRKT 346	Marketing Channels Management	3

International Business Courses

BSAD 420	Global Leadership and the Culture Map	3
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Select 9 credit hours of the following: 9

BSAD 320	Global Issues	
BSAD 491	International Studies in Business and Economics	
ECON 321	Introduction to International Economics	
ECON 421	International Trade	
ECON 422	Exchange Rates and the Global Macroeconomy	
ECON 423	Global Poverty, Growth and Economic Development	
ECON 466	Pro-seminar in International Relations	
ECON 467	Pro-seminar in International Relations II	
FINA 450	International Financial Management	
MNGT 414	International Management	
MRKT 453	International Marketing	
SCMA 439	Global Sourcing and Distribution	
SCMA 459	Global Information Systems	

Total Credit Hours 27

ACE Requirements

Students are advised to be strategic in taking their ACE courses. Take your courses to satisfy your general curiosity, to learn something about an area or a region where you want to or may do business, or to strengthen your global or functional strength.

ACE 4 – Science

Suggested courses that relate to current and future global business activities:

ANTH 232	Introduction to Archaeology	3
ASTR 103	Descriptive Astronomy	3
ASTR 117	Life in the Universe	3
GEOG 155	Elements of Physical Geography	4
GEOL 100	Introduction to Geology	3
GEOL 103	Earth Through Time	4
GEOL 109	Oceanography	3
GEOL 120	Geology of National Parks and Monuments	3

METR 180	Climate Change, Energy, and the Environment	3
NRES 108		3
POLS 250	Genetics, Brains, and Politics	3

For example, take ASTR 117 Life in the Universe to ponder upon how humans might work together to explore planets and “interplanetary” business; take ANTH 232 Introduction to Archaeology to learn how cities arose around the world; and take POLS 250 Genetics, Brains, and Politics to strengthen a functional area in management.

ACE 5 – Humanities

Take any course that piques your mind, relates to a region of interest, or strengthens your functional area.

For example, take ENGL 277/HIST 277 Being Human in a Digital Age to complement your interest in e-commerce or supply chain.

ACE 7 – Study of Arts

Take any course that piques your mind, relates to a region of interest, or strengthens your functional area.

For example, take ENGL 170 Beginning Creative Writing to complement a business writing interest or take MUSC 280/MUNM 280 World Music to learn about the music cultures of parts of Asia, Africa, and Europe.

ACE 9 – Human Diversity and Global Awareness

Several business international courses count for ACE 9 credit, or take any course that piques your mind, relates to a region of interest, or strengthens your functional area.

For example, consider COMM 311 Intercultural and Intergroup Communication to complement a business communication interest; take ETHN 203 Introduction to Africa if you are interested in doing business in Africa; or take MNGT 365 Managing Diversity in Organizations to better understand how to manage a diverse workforce.

Electives

See College Degree Requirements—Electives for additional options/restrictions regarding elective credit for the degree.

Additional Major Requirements

Prerequisite Requirements/Rules

Enrollment in most upper-level business courses usually requires completion of an introductory course in that major area as well as other prerequisites. Refer to course descriptions early in the program to plan for completion of specific course prerequisites.

Grade Rules

C- and D Grades

A grade of D- or above is required for all courses in the major. Grades of C or better are required in transfer courses from outside of the University of Nebraska system.

Pass/No Pass

As noted in the College Degree Requirements section, all coursework for the major must be taken for a grade (except for BSAD 70, BSAD 71, and BSAD 72).

Course Level Requirement

Enrollment in language courses above the 101 level requires appropriate placement on the Modern Language Placement exam.

Career Information

The following represents a sample of the internships, jobs and graduate school programs that current students and recent graduates have reported.

Transferable Skills

- Global/Intercultural Fluency
- Broad Knowledge of Business
- Analytical Skills
- Problem-Solving/Critical Thinking Skills
- Written and Oral Communication Skills
- Teamwork
- Computer Skills
- Interpersonal Skills

Jobs of Recent Graduates

- English Teacher, Adventure Teaching - Seoul, South Korea
- Fashion Marketing Specialist, AGP Glassco - Dubai, United Arab Emirates
- International Supply Chain Specialist, ConAgra Brands - Omaha, NE
- Student Travel Expert/Marketing & Promotions Specialist, EuroAdventures - Florence, Italy
- Senior Site Specialist, International Studies Abroad (ISA) - Austin, TX
- International Account Executive, NEI Global Relocation - Omaha, NE
- Volunteer, Peace Corps - International Locations
- International Sales Assistant, Reinke Manufacturing - Deshler, NE
- International Sales Representative, Sandhills Publishing - Lincoln, NE
- International Manager Trainee, Sixt - Atlanta, GA

Internships

- General Intern, AFP - Beijing, China
- Intern, AGP Glassco - Dubai, United Arab Emirates
- Intern, DuPont - Beijing, China
- Intern, Elementary School - Berlin, Germany
- International Sales Intern, Guocera Marketing - Petaling Jaya, Malaysia
- Intern, Sandhills Publishing - Lincoln, NE
- English Instructor, Senshu Matsudo Junior High School - Chiba, Japan
- Intern, ShineWing Certified Public Accountants - Beijing, China
- Intern, U.S. Department of Homeland Security - Lincoln, NE
- U.S. Mission to the European Union, U.S. State Department - Brussels, Belgium

Graduate & Professional Schools

- Juris Doctor (JD), Harvard Law School - Cambridge, MA
- Juris Doctor (JD), Arizona Summit Law School - Phoenix, AZ
- Ph.D. in Art History, Cornell University - Ithaca, NY
- Master's of Urban Planning, University of Michigan - Ann Arbor, MI
- Advertising, University of Nebraska-Lincoln - Lincoln, NE
- Juris Doctor (JD), University of Nebraska-Lincoln - Lincoln, NE



- Master's of Business Administration, University of Nebraska-Lincoln - Lincoln, NE
- Juris Doctor (JD)/Ph.D. in Economics, University of Virginia - Charlottesville, VA
- Master's of Business Administration, Marketing, University of Washington - Seattle, WA