AGRIBUSINESS (BUSINESS)

Description
UNL’s agribusiness program is nationally recognized for its innovation and quality. The program is designed to meet the agribusiness industry’s needs for professionals and entrepreneurs who have the educational background to become successful decision-makers in the rapidly changing agribusiness world. Agribusiness students interact with agribusiness professionals through learning and work-related opportunities, both in and out of the classroom.

Majoring in the agribusiness program prepares students for many agribusiness careers, such as:

- Agribusiness Management
- Finance and Lending
- Real Estate Management and Investment
- Commodity Trade and Analysis
- Grain Merchandising
- Market Planning and Analysis
- International Marketing
- Entrepreneurship and New Business Development
- Sales Management
- Information Technology and Analysis
- Production Management
- Food Marketing and Industry Organization

The agribusiness major also prepares students for graduate study in agribusiness, business administration, and agricultural economics.

The agribusiness major is a joint program between the College of Business and the College of Agricultural Sciences and Natural Resources. It prepares students for careers in this dynamic and constantly changing field. It is the first program of this kind in the U.S. and is designed to meet the agribusiness industry’s need for employees with training in both business and agriculture.

Agribusiness majors take a blend of courses in business and agriculture that gives the student a balance between the decision-making framework of business and the technical aspects of modern agriculture and food systems. This means emphasis is placed on business and agriculture, making it an attractive degree for agribusiness employers and a very marketable degree for agribusiness students. The program also allows the student to build expertise in their area of interest by taking College of Agricultural Sciences and Natural Resources courses in a specific area.

Admission
Major/Department Admission
Admission requirements for all majors in the College are the same as those for University Admission as noted under UNL General Admission Requirements.

Other
- The program requires and enforces that specific prerequisite requirements be completed by the first class meeting. Concurrent registration in a class that is a prerequisite for another class is NOT allowed. Transfer credit assumes that the prerequisites have been transferred to UNL and appear on the transcript.
- For the International Business Course Requirement (IBCR), most agribusiness majors will take MRKT 453 International Marketing (providing 6 hours of marketing are done), counting it to fulfill both the IBCR and one of the 300/400-level requirements for the college ELECTIVES requirement. However, for students interested in other areas, the other IBCR courses will work as well.
- Students should refer to the Non-Business Requirement (NBR) section for options to complete course work to double count for NBR 3–ACE 4 and/or NBR 6–ACE 9 requirements as well as course work for the major. Please work closely with an advisor.
- 12 hours of ELECTIVES for the College (beyond the major) must be done at 300/400-level.
- If course work for the agribusiness major (BCA-M) exceeds 21 hours at the 300/400-level, a student may appeal (see an advisor in in the BASE office) to double count the additional hours toward the 300/400-level requirement.
- This double counting option will work as long as these hours have not already been double counted as part of the major and NBR requirements.
- 60 hours of business course work must be completed for the degree. Given the unique nature of the agribusiness major and program, required course work for the degree, as well as course work for the major, is considered to be ‘business’ related and thus counted toward meeting this college requirement.
- In all instances of ‘double counting,’ the course will count for 3 hours of credit. Students must still meet the minimum 120 hour requirement of course work to graduate.

COLLEGE REQUIREMENTS
College Admission
The entrance requirements for the College of Business are the same as the University of Nebraska–Lincoln General Admission Requirements.

Admission Deficiencies/Removal of Deficiencies
Students admitted to the College of Business with core course deficiencies are advised to remove these deficiencies as soon as possible.

College-level course work taken to remove deficiencies MAY NOT be used to meet degree requirements in the College.

College Degree Requirements
Professional Enhancement Program (PrEP) (4 hours)
Designed to develop confident, professional and polished business students for lifelong career success, the PrEP program consists of four required one hour courses. These courses are labeled BSAD 111 PrEP I, Investing in Strengths, 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 and are offered across the four year curriculum. Raikes students complete this requirement as a part of their other courses.

College General Education Requirements
The curriculum requirements for the College consist of course work in three areas. All course work (except electives and where otherwise noted) must be taken for a grade.

The three areas include the following:

Non-Business Requirements (NBR)
• Which consist primarily of College and University ACE (Achievement-Centered Education) course work.

Business Core

• Foundation (BCF), which also includes ACE 6 & 8
• Intermediate (BCI)
• Advanced-Major (BCA-M)
• Advanced-Capstone (BCA-C), (ACE 10)

Electives

Non-Business Requirements (NBR)
(Most of the ACE requirements)

Eight Courses (normally 24-26 hours)

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

• While NBR 1, 2, 7 and 8 identify specific ACE options to choose from or identify an ACE course specifically required for the College, NBR 3, 4, 5, and 6 allow students to select courses according to their personal interests (and meet ACE 4, 5, 7, and 9).
• Most students will take course work 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' course work for NBR 3 (ACE 4) and/or NBR 6 (ACE 9) toward the major (BCA-M) 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 course work for NBR must be taken for a grade.

NBR 1: Written Communication (ACE 1)
Choose ONE of the following:

ENGL 150 Writing and Inquiry
ENGL 151 Writing and Argument

Students should refer to the course descriptions to select the one course best suited to individual interests. While several communication courses may be selected to fulfill the university ACE 1 outcome, one of the above is a specific requirement for the College of Business and will fulfill both requirements with one course. ENGL 150 and ENGL 151 are restricted to first and second year students. Upper class students will need to take ENGL 254 Writing and Communities as a substitute.

NBR 2: Mathematical, Computational, Statistical or Formal Reasoning Skills (ACE 3)
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 course work for NBR 2 (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).
• Actuarial science majors will also take MATH 107 Calculus II and MATH 208 Calculus III and either CSCE 101 Fundamentals of Computer Science and CSCE 101L Fundamentals of Computing Laboratory or CSCE 155A Computer Science I.
• Raikes students MUST take MATH 106 (or a higher-level calculus).
• MATH 106 (or higher calculus) is strongly encouraged for those students considering graduate school, accounting majors and finance majors.
• While several courses can be selected to fulfill the university ACE 3 outcome, one of the above is a specific requirement for the College of Business and will fulfill both requirements with one course.
• Freshman students who place below MATH 104 on the Math Placement Exam may want to consider summer school in order to maintain their sequence of courses.

Math Placement Exam (MPE)

Students admitted to the College of Business are required to take a Math Placement Examination prior to enrolling in the college math requirement of MATH 104 or MATH 106 (or higher math).

• The results of this examination determine which math course students will enroll in their first semester on campus.
• The Math Placement Exam may be retaken if a student feels that they can test into a higher level course.
• Students lacking sufficient high school preparation in math may need to enroll in equivalent high school preparatory courses, as will be determined by the MPE.
• Preparatory courses should be taken as soon as possible to avoid future sequencing problems.
• Additional information about the exam can be found at www.math.unl.edu (http://www.math.unl.edu).

Whether required to enroll in preparation course work 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.

NBR 3: The Study of Scientific Methods and Knowledge of the Natural and Physical World (ACE 4)

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

• ABUS majors – NBR 3 (ACE 4) – AGRI 115 Biotechnology; Food, Health and Environment, AGRO 131 Plant Science, ENTO 115 Insect Biology, MSYM 109 Physical Principles in Agriculture and Life Sciences, NRES 108 Earth’s Natural Resource Systems Laboratory, PLPT 110 Molds and Man may be taken to fulfill the science requirement (NBR 3–ACE 4) as well as a requirement for the major (BCA-M).

NBR 4: Study of Humanities (ACE 5)
Choose one course from ACE 5 Certified Courses.

• IBUS majors – NBR 4 (ACE 5) – FREN 301 Representative Authors I, FREN 302 Representative Authors II, RUSS 301 Representative Authors I, RUSS 302 Representative Authors II, RUSS 482 Russian Literature in Translation I, RUSS 483 Russian Literature in Translation
II; SPAN 305 The Analysis of Communication in Spanish, SPAN 314 Introduction to Hispanic Literature: Spain, SPAN 315 Representative Authors of Spain, SPAN 331 Latin American Civilization can be taken to fulfill NBR 4–ACE 5 as well as a requirement for a language minor.

NBR 5: Study of the Arts to Understand Their Context (ACE 7)
Choose one course from ACE 7 Certified Courses.

NBR 6: Global Awareness or Knowledge of Human Diversity Through Analysis of an Issue (ACE 9)
Choose one course from ACE 9 Certified Courses.

Students enrolling for their first semester with junior standing (or more), will see that the list of approved courses includes a few business courses. While this section is labeled “non-business requirements,” students may elect to enroll in one of the business courses to fulfill the ACE 9 requirement as long as prerequisites are completed (which are generally reserved for juniors or seniors). Work closely with your advisor and bring this to their attention to question how this course may potentially satisfy other degree program requirements, including the major.

The options include:

- ACTS majors – must complete an International Business Course as part of the degree requirements. Actuarial science majors may choose to take ECON 321 Introduction to International Economics to fulfill the IBCR as well as the global awareness requirement (NBR 6–ACE 9).
- ABUS majors – AECN 346 World Food Economics, AECN 367 Agricultural Development in Developing Countries, AECN 420 International Food and Agricultural Trade, AECN 425 Agricultural Marketing in a Multinational Environment, AGRI 282 Introduction to Global Agricultural and Natural Resources Issues, ENSC 110 Energy in Perspective, HORT 200 Landscape and Environmental Appreciation, may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a requirement for the major.
- BSAD majors – ECON 321, MNGT 414 Leadership in a Global Context may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a requirement for the major. (ECON 321 and MNGT 414 are also IBCR course options).
- ECON majors – ECON 321 may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a requirement for the major. (ECON 321 is also an IBCR option).
- IBUS majors – ECON 321 or MNGT 414 may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) and may fill a requirement for the major. (Both are also IBCR options).
- MNGT majors – MNGT 365 Managing Diversity in Organizations, MNGT 414 may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) and may be able to fulfill a requirement for the major/ minor depending on the option selected. (MNGT 414 is also an IBCR option).
- An alternative to the above options is allowance of the course to count for NBR 6–ACE 9 and the associated minor—but only one or the other (major OR minor).

In any of the above instances where a double counting is an option, only 3 hours of credit are awarded; student will still need to meet the 120 hours for graduation. Any course that is used for both an ACE requirement and a first major requirement is not allowed to be used towards the completion of the 300/400 Upper Level Requirement.

NBR 7: Business Communication (ACE 1)
BSAD 220 Business Writing
- This is a business writing course with sophomore standing and either ENGL 150 or ENGL 151 as a prerequisite. While it is also an ACE 1 course, as is ENGL, BOTH are specific requirements for the College of Business.
- Raikes students will complete a special version of 220.

NBR 8: Oral Communication Skills (ACE 2)
MRKT 257 Sales Communication
Or
COMM 286 Business and Professional Communication
- Due to the importance of this requirement to the business curriculum, the college recommends taking this course on campus.
- While several other courses may be selected to fulfill the university ACE 2 requirement, COMM 286 or MRKT 257 is a specific requirement for the College of Business.
- Raikes students will complete RAIK 187H Honors: Introductory Communication Seminar I and RAIK 188H Honors: Introductory Communication Seminar II instead of COMM 286 or MRKT 257.

NOTE: In the selection of course work for any of the above NBR’s, prerequisites, when stated anywhere in this Catalog, means course work MUST BE COMPLETED to enroll in the class. Concurrent enrollment in any identified prerequisite(s) is NOT permitted unless so indicated in the course description.

Business Core – Four Sections (approximately 62-74 hours)
- Business Core Foundation (BCF) – 17 hours
- Business Core Intermediate (BCI) – 19 hours
- Business Core Advanced—Major (BCA-M) (hours vary from 21-33 hrs)
- Business Core Advanced—Capstone (BCA-C) (3 hours + 0 hour assessment)

The foundation and intermediate courses are designed to expose students to the various business disciplines. The advanced courses are those courses identified for each of the ten majors, and the capstone course is taken the final semester of the program. All course work for the Business Core (except where noted differently), must be taken for a grade.

Business Core Foundation (BCF) – Eight Courses (17 hours)
All students in the College of Business will take the following courses (unless otherwise noted).
All course work (except BSAD 50, BSAD 111, BSAD 222, BSAD 333, and BSAD 444) must be taken for a grade. Raikes students are exempted from these courses.

Raikes students will complete a different series of course work for the Business Core Foundation which may include:
- Computer Science Foundation: RAIK 183H Honors: Computer Problem Solving Essentials, RAIK 184H Honors: Software
Development Essentials, RAIK 283H Software Engineering III, RAIK 383H Software Engineering IV

BCF 1–BSAD 111 PrEP I, Investing in Strengths

- BSAD 111
  - 1-credit-hour course (offered Pass/No Pass only)
  - Required of all new freshmen
  - Take this course as a freshman (preferably first semester)

- BSAD 111S
  - 0-credit-hour course, available exclusively to transfer students. Required of all on- and off-campus transfer students
  - Take this course as soon as possible upon transfer into the college (preferably first semester)

BCF 2–BSAD 50 Business Computer Applications

- 0-credit-hour course (Pass/No Pass).
- This course is offered twice per semester and should be taken in the FIRST seven weeks of semester two. It is a prerequisite for ECON 215 which is normally taken in the fall of the second year.
- Required basic-skills computer course, use Access, Microsoft Word, PowerPoint, and Excel.

BCF 3–ACCT 201 Introductory Accounting I and ACCT 202 Introductory Accounting II

- ACCT 201 Introductory Accounting I
  - Sequential; take ACCT 201 first
  - Prerequisite: Sophomore standing; 2.5 cumulative GPA; or freshman standing with completion of MATH 104 or MATH 106 with a grade of C or better, and a 2.5 cumulative GPA earned in 14 hours of university credit

- ACCT 202 Introductory Accounting II
  - Sequential; take ACCT 202 following completion of ACCT 201
  - Prerequisite: Sophomore standing; or freshman standing with completion of MATH 104 or MATH 106 with a grade of C or better; grade of C or better in ACCT 201; 2.5 cumulative GPA
  - Grade of C or better in prerequisites is normally required for accounting courses

BCF 4–ECON 211 Principles of Macroeconomics and ECON 212 Principles of Microeconomics (ACE 8/6)

- Not sequential
- Prerequisite: Completion of 12 hours of course work
- Raikes students will take RAIK 182H to satisfy the ECON 211 and ECON 212 requirement and the ACE 6 requirement.

BCF 5–ECON 215 Statistics (ACE 3)

- Prerequisites: Sophomore standing; MATH 104 or MATH 106; BSAD 50; 2.5 GPA
- 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 Research II)

Actuarial science majors MUST take STAT 380 Statistics and Applications instead of ECON 215; will also take STAT 462 Introduction to Mathematical Statistics I: Distribution Theory and STAT 463 Introduction to Mathematical Statistics II: Statistical Inference

BCF 6–BSAD 222 PrEP II, Career Development and Planning

- 1-credit-hour course (offered Pass/No Pass only)
- Prerequisites: Majors in College of Business; Sophomore standing; 2.5 GPA.
- Take this course as a sophomore.

Business Core Intermediate (BCI) – Eight Courses (20 hours)

- Prerequisites for the BCI courses include MATH (NBR2), ACCT 201, ACCT 202, ECON 211, ECON 212, ECON 215, BSAD 220, and a 2.5 GPA
- Required of all business students regardless of major (except where noted under individual courses)
- Raikes students may take RAIK 281H Honors: Business Systems and Operations I and RAIK 381H Honors: Advanced Topics in Business I in place of FINA 361 Finance, SCMA 331 Operations and Supply Chain Management, and SCMA 350 Business Analytics/Information Analysis. They will also take RAIK 341H Honors: Marketing in place of MRKT 341 Marketing. The BLAW requirement will be completed by taking RAIK 372H Honors: Business Law. Raikes requirements are subject to change.
- In addition to differences noted above, Raikes students will also complete:
  - Computer science electives: 6 hrs from the following: CSCE 378 Human-Computer Interaction, CSCE 475 Multiagent Systems, CSCE 476 Introduction to Artificial Intelligence, RAIK 384H Honors: Applied Numerical Analysis (which may be taken Pass/No Pass)
  - Enrollment in BCI normally occurs during the sophomore and junior year
  - All course work must be taken for a grade
  - Sequence with the following recommendations/restrictions:
    - Plan complete sequence of intentions to take BCI (and necessary prerequisites) to remain on schedule for graduation
    - Enroll in courses most applicable to your major as soon as possible, particularly MRKT or FINA and SCMA, to stay on sequence for major.
    - There are exceptions to these requirements for specific majors (ACCT, MRKT, ACTS). Please note those exceptions.
    - If transferring, a maximum of 3 hours may apply with further restrictions on applicability to not exceed the 15-hour limitation.
    - See the links for each course to know the specific prerequisites and course descriptions.

- RAIKES students will take RAIK 372H Honors: Business Law to meet the BLAW requirement.

BCI 1–BLAW 371 Legal Environment or BLAW 372 Business Law I

- BLAW 371 Legal Environment

OR

- BLAW 372
  - Accounting majors must take BLAW 372.
  - RAIKES students will take RAIK 372H Honors: Business Law to meet the BLAW requirement.

BCI 2 – SCMA 350 Business Analytics/Information Analysis and SCMA 350L Advanced Data Analysis Lab or in certain cases MRKT 350 Marketing Analytics

- MRKT and ABUS majors may choose to take MRKT 350, which carries an additional prerequisite of MRKT 341.
• RAIKES students will take RAIK 371H Fundamentals of Management Science in place of SCMA 350.

**BCI 3 – FINA 361 Finance**
- Actuarial science majors will take FINA 461 Advanced Finance instead of FINA 361.

**BCI 4 – MRKT 341 Marketing**
- RAIKES students do not need to complete this requirement.

**BCI 5 – SCMA 331 Operations and Supply Chain Management**
- Taught via Canvas – all components must be completed to a satisfactory level to graduate.

**Professional Enhancement Program – Upper level**

**Prerequisites:** Majors in College of Business; 2.5 GPA; BSAD 222.
- Take this course second semester sophomore year or junior year.

**Prerequisites:** Majors in College of Business; 2.5 GPA; Senior standing or by permission.
- Take this course first or second semester of senior year.

**Business Core Advanced-Major (BCA-M) – (21-33 hours)**
- Course work for the major requires completion of specific, required courses of the department, along with other guidelines.
- Refer to the major page for a listing of requirements.
- 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 course work for the major must be taken for a grade (no Pass/No Pass).
- Students may be able to take their International Business Course Requirement (IBCR) as part of their major.
- Although a 2.5 GPA may not be required to take these courses, a 2.5 is required to apply for graduation; thus, students are expected to maintain this level throughout their collegiate career.
- Sequencing of classes is critical, particularly for agribusiness, actuarial science, and international business; plan the major courses well in advance of enrollment.
- By this point in time, the curriculum was designed for ACE (except ACE 10) to have been completed through other course work. If missing an ACE 4 or 9, there may be options through the major to fulfill both requirements.
- A maximum of 3 hours of course work may transfer if the 15-hour limitation has not been exceeded. Further restrictions may apply.

**Business Core Advanced-Capstone (BCA-C) – Two Courses (3 hours)**

**BCA-C 1 – MNGT 475 Business Policies and Strategies (ACE 10)**
- Reserved for graduating seniors, this course requires the Business Core Foundation (BCF) and Intermediate (BCI) course work to be completed for enrollment. BLAW 371 or BLAW 372 may be completed concurrently. Actuarial students may take FINA 461 concurrently with MNGT 475.
- A capstone course integrating business concepts covered throughout the program.

**BCA-C 2 – BSAD 98 Senior Assessment**
- A 0 credit-hour seminar required of ALL business graduating seniors.

**Electives – Hours vary to meet 120 hour minimum to graduate**

Electives round out the rest of the 120 hour curriculum where 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.

Electives round out the rest of the 120 hour curriculum where 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 course work (to meet the requirement that 60 hours of course work be in business). This requirement will vary by major.
- There may be a need to enroll in an international business course requirement (IBCR) if not taken as part of the major or for the business elective(s) requirement.
- A minimum of 12 hours of 300/400 upper-level course work beyond the business core is required for most majors to ensure depth is achieved through enrollment in elective hours. See 300/400-level Elective Requirement below for additional information.

In addition to the Foundation, Leadership, and Computer Science Foundation courses listed earlier, RAIKES students will also complete the following courses as part of the degree requirements:

- RAIKES Design Studio Courses *(must be taken for a grade)*: RAIKES students will complete the Design Studio sequence as directed by the RAIKES office.
- RAIKES Computer Science Electives: Choose 6 hours from: CSCE 378 Human-Computer Interaction, CSCE 476 Introduction to Artificial Intelligence or RAIK 384H Honors: Applied Numerical Analysis *(can be taken Pass/No Pass)*

If not completed through the other area requirements, any remaining ACE requirements will need to be completed as required electives.

- In a 21-hour major, students will average 30 hours of elective credit; 2nd major options and/or minors may be appropriate to consider for elective hours.

**International Business Course Requirement (IBCR)**

- The international business course requirement (IBCR) is to broaden the student’s international perspective.
- Each student, excluding accounting majors, must include one course which emphasizes an international business perspective.
- Actuarial Science majors are encouraged to take FINA 450 if they have not met this requirement with completion of NBR 6 – ACE 9 with ECON 321 or MNGT 414.
- The IBCR must be taken for a grade.

The course must be chosen from the following approved list of International Business Course Requirement (IBCR) courses. Many of these courses have prerequisites. Some are restricted for education
abroad and others may only be offered once a year. Thus, you are advised to plan ahead in scheduling this requirement into your program.

**IBCR Courses**

BSAD 491 International Studies in Business and Economics (1-15 hrs)
- Available only to students studying abroad for which there is no University of Nebraska–Lincoln equivalent course.
- Available also for the Senshu, Japan, CIMBA Italy, and for the China Education Abroad Programs.
- Senshu program students may apply 3 hours towards electives in the FINA, MNGT, or MRKT major; 6 hours applicable for BSAD or IBUS major/minor.
- BSAD 491 credit from any other study abroad program should be based on course topics directly associated with a specific major in MNGT, MRKT or FINA, and may need department consent to be used in the major. Students should visit with an academic advisor for assistance.

BSAD 320 Global Issues
BSAD 420 Global Leadership and the Culture Map
ECON 321 (If not completed at this point, ECON 321 may double count for ACE 9.)
ECON 421 International Trade (credit cannot be earned in both ECON 421 and AECN 420)
ECON 422 International Finance
ECON 423 Economics of the Less Developed Countries
ECON 466 Pro-seminar in International Relations I & ECON 467 Pro-seminar in International Relations II (Credit option for students participating in the Nebraska at Oxford Program.)
ECON 440 Regional Development
FINA 450 International Financial Management
MNGT 414 (If not completed at this point, MNGT 414 may double count for ACE 9.)
SCMA 459 Global Information Systems
MRKT 453 International Marketing
SCMA 439 Global Sourcing and Distribution

Although the following courses may also be used to fulfill requirements in the international business major/minor/IBCR, students should be aware that they are not necessarily offered on a consistent basis.

ECON 322 Introduction to Development Economics (credit cannot be earned in both ECON 322 and AECN 367 Agricultural Development in Developing Countries)
ECON 323 The Economic Development of Latin America
ECON 388 Comparative Economic Systems
ECON 487 Economies in Transition

If planned carefully, the IBCR course can count in two places. It is not an extra 3 hours of credit, but rather, is 3 hours embedded within other requirements. If selected carefully, it can also count for 3 hours of credit in the major (i.e. MRKT 453 International Marketing counts for MRKT elective in MRKT major and would count for the IBCR; FINA 450 International Financial Management counts for FINA elective in FINA major and would fulfill the IBCR as well; etc.). On the other hand, if course work for the major is already determined by personal choices or requirements, the IBCR can count in electives, and more specifically, for one of the ‘business’ electives needed for most majors. If not planned carefully this requirement can mean that the student will need to take an additional 3 hours of credit.

**300/400 Upper-level Requirement**

As part of the degree requirements, all students must complete a certain number of 300/400 level courses. Most of these courses will be completed in the Business Core but some majors will require additional hours from outside of the Business Core. With a "standard" 21 hour major 12 additional hours will be required. Normally, if a major is larger than 21 hours the number of additional upper level courses is reduced. This can be business or non-business course work.

- Business course work from the Business Core Intermediate (BCI), Business Core Advanced-Major (FIRST Major) or Business Core Advanced-Capstone may NOT be used to fulfill this requirement with exceptions noted below.
- If more than 21 hours of course work for the major are taken at the 300/400-level and of those hours, course work is not being double counted toward the NBR and major, the additional 300/400-level hours can be used to fulfill the 300/400-level requirement. You will need to consult your Degree Audit to determine your requirements.
- BSAD majors will complete a 24 hour major and only need to complete 9 upper level hours.
- FINA majors, will take between 24 and 27 hours for their major; consult the major section in this document or your Degree Audit to determine how many hours will double count for this requirement. This will depend on which option you select for the major.
- Actuarial science, agribusiness majors, and RAIKES students do not need to meet this requirement due to the additional hours at the 300/400 level required for the major/program.
- Business Core Advanced-Major course work used for a SECOND major (if select), or upper level graded course work selected for a minor MAY count.
- Course work that is part of the Non-business Requirement (NBR) taken at the 300/400 level may be double counted to fulfill this requirement, if it is not being used to double count for the 1st major.
- No course may be taken on a Pass/No Pass basis unless it is business course numbered 398/399 credit. Only 3 hours of 398/399 is allowed for this requirement.
- Students generally fulfill this requirement through their electives, but there may be a few upper-class students who can fulfill the requirement with the ACE course requirements. Twelve (12) hours is based on a 21 hour major. The number is adjusted when there are larger majors.

**Business Course/Business Elective Hours**

At a minimum, sixty (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, My Degree Audit will specify minimum business credit hour expectations for each student. You will
generally see this addressed under the ELECTIVE section (BUSINESS ELECTIVES) on My Degree Audit.

- **ACCT, ECON, MNGT, MRKT majors** – 3 hours of business electives
- **BSAD** – no additional business course work as your major consists of 24 hours of business course work
- **ACTS** – no additional business course work as your major consists of 28 hours of business course work
- **FINA** – no additional business course work as your major consists of 24-27 hours of business course work
- **ABUS and RAIK** – no additional business course work required due to intent of major as being "business-related" course work.
- Additional hours may be required if there is a variation in hours for NBR, BCF, BCI or BCA, or if there is a violation of transfer limits, the 15 hour rule, etc.

Course work must be taken for a grade except for 398/399 options where grades are generally not permitted

### Foreign Languages/Language Requirement

Other than meeting the minimum requirement for admission to the University, the college does not require any additional work in foreign languages except for IBUS majors. IBUS majors must complete 8 hours of a foreign language while in college. However, students are always encouraged to take language courses.

### Minimum Hours Required for Graduation

A minimum of 120 semester hours of credit is required for graduation; more may be necessary if specific degree requirements have not yet been completed.

### 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 course to enroll in accounting courses.
- A grade of C or higher is required in FINA 361 Finance 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.
- Minimum 2.5 cumulative GPA required to enroll in many business courses, ACCT 201, ACCT 202, BLAW 371, BLAW 372, ECON 215, FINA 361, MNGT 301, MNGT 475, MRKT 341, MRKT 350, SCMA 331, SCMA 350.
- Grades of C- or lower can be removed by retaking the course at Nebraska or within the University system (UNK, UNO).
- Grades of C or better are required to transfer courses from outside of the University of Nebraska.
- Academic bankruptcy options may be considered for students who have one or two semesters of poor performance.

### Pass/No Pass

The Pass/No Pass option is designed for students who want to study areas or topics in which they may have minimum preparation. If used for this purpose, the option can enrich the student’s academic experience without lowering the student’s grade point average. 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 BSAD 111, BSAD 222, BSAD 333, BSAD 444).
- **No student in any** college enrolled 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 course work to satisfy ACE requirements, the International Business Course Requirement (IBCR), nor any required business course work, including 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 their 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 they 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 course (398, 399) 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 course (398, 399) only as elective credit.
- Advanced Placement grades of P and Credit By Exam grades of P 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 P grades to fulfill degree requirements. These hours will not count against the 6-hour-maximum number of hours permitted.

### GPA Requirements

A 2.5 cumulative grade point average is required to apply for graduation, as well as a requirement for enrollment in ACCT 201 and ACCT 202, ECON 215, BLAW 371 and BLAW 372, FINA 361, SCMA 331, MNGT 301, MNGT 475, SCMA 350 or MRKT 350, and MRKT 341. Some upper level courses in some majors will also require a 2.5 Cum GPA. In some instances, a specific grade is required in certain courses to continue with upper-level course work.

### Transfer Credit Rules

See Maximum/Minimum hour restrictions under Course Exclusions and Restrictions

### 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 in their final semester 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 Undergraduate Programs office.

ACE Requirements
All students must fulfill the Achievement Centered Education (ACE) requirements. Information about the ACE program may be viewed at ace.unl.edu (http://ace.unl.edu). Students may also use the catalog’s course search facility to search for ACE groups. Example: Enter ACE one in the search to generate a list of all possible ACE 1 courses. MyRED may also be used to search for 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 course work to meet this requirement:
- There are 10 ACE Student Learning Outcomes (SLOs) and 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—ACE 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. (My 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 course work 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 re-admission to the College.

Learning Outcomes
Majors in agribusiness will be able to:

1. Exhibit the general outcomes of the College of Business in terms of intellectual depth and breadth, communication skills, critical thinking skills, business environment knowledge and skills, and ethics.
2. Write a professional marketing plan in an agribusiness context.
3. Identify consumer needs and growth opportunities in global agribusiness markets.
4. Generate and justify agribusiness marketing programs in such marketplaces and measure their success or failure.

5. Communicate, negotiate, and deal effectively in agribusiness marketing channels.
6. Develop and understand information and analysis in agribusiness markets.

Major Requirements

Core Requirements

- As noted in the College Degree Requirements section, all course work for the major must be taken for a grade.
- Agribusiness majors may elect to fulfill the Business Core Intermediate (BCI) requirement of SCMA 350 Business Analytics/Information Analysis with MRKT 350 Marketing Analytics.
- Students interested in agronomy or chemical sales are recommended to take CHEM 109 General Chemistry I.
- Agribusiness majors through the College of Business may not count AECN 141 Introduction to the Economics of Agriculture toward the degree unless transferring in from another college.
- Double counting options: There are several agriculture courses offered through the College of Agricultural Sciences and Natural Resources that may be used to fulfill both requirements for Non-Business Requirements (NBR) for the College as well as for the agribusiness major:
  - NBR 3 (ACE 4) – AGRI 115 Biotechnology: Food, Health and Environment, AGRO 131 Plant Science, ENTO 115 Insect Biology, MSYM 109 Physical Principles in Agriculture and Life Sciences, NRES 108 Earth’s Natural Resource Systems Laboratory, PLPT 110 Molds and Man may be taken to fulfill the science requirement (NBR 3–ACE 4) as well as a requirement for the major.
  - NBR 6 (ACE 9) – AECN 346 World Food Economics, AECN 367 Agricultural Development in Developing Countries, AECN 420 International Food and Agricultural Trade, AECN 425 Agricultural Marketing in a Multinational Environment, AGRI 282 Introduction to Global Agricultural and Natural Resources Issues, ENSC 110 Energy in Perspective, HORT 200 Landscape and Environmental Appreciation, may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a requirement for the major.
- In instances where double counting occurs, course work selected for the first major that is also double counted for NBR may not, in turn, also be used to satisfy the College electives of 300/400-level requirement nor may NBR course work double counting for the major be double counted for any minor in which these courses could be used to fulfill minor requirements. In other words, students may choose to have the NBR approved course work double count for the first major or minor (not both) and only in the instance of the double count with the minor may the hours also count for the 300/400-level College electives.
  - 18 hours of the 24 hours required in production, non-production, and elective hours must be taken at the 200 level or above.
  - Most course work for the major is offered out of the College of Agricultural Sciences and Natural Resources (CASNR).

Specific Major Requirements

In addition to the College Degree Requirements, students will complete 31 hours of course work for the major.
AECN 201  Farm and Ranch Management  4
MRKT 225  Agribusiness Entrepreneurship in Food Products Marketing  3
or MRKT 325  Marketing of Agricultural Commodities  3

Select 6 hours minimum of Production course work  6
Select 9 hours minimum of non-production course work  9
Select 9 hours minimum of Agricultural Sciences and Natural Resources electives  9

Total Credit Hours  31

MINIMUM of 6 hours of PRODUCTION course work from the following departments:
- Agriculture (AGRI) (not AGRI 42) (May opt to take AGRI 115 to fulfill both ACE 4 and major; and/or AGRI 282 to fulfill both ACE 9 and major.)
- Agronomy (AGRO) (May opt to take AGRO 131 to fulfill both ACE 4 and major.)
- Animal Science (ASCI)
- Energy Science (ENSC) (May opt to take ENSC 110 to fulfill both ACE 9 and major.)
- Entomology (ENTO) (May opt to take ENTO 115 to fulfill both ACE 4 and major.)
- Food Science & Technology (FDST)
- Horticulture (HORT) (May opt to take HORT 200 to fulfill both ACE 9 and major.)
- Mechanized Systems Management (MSYM) (May opt to take MSYM 109 to fulfill both ACE 4 and major.)
- Natural Resources and Environmental Economics (NRES) (May opt to take NRES 108 to fulfill both ACE 4 and major.)
- Plant Pathology (PLPT) (May opt to take PLPT 110 to fulfill both ACE 4 and major.)
- Veterinary and Biomedical Sciences (VBMS)

MINIMUM of 9 hours of NON-PRODUCTION course work from the following departments:
- Agricultural Economics (AECN) (May opt to take AECN 346, AECN 367, AECN 420, AECN 425 to fulfill both ACE 9 and major.)
- Agricultural Education (ALEC)

The following courses may not be selected to fulfill this requirement (depending on which one was selected for the above requirement):
- AECN 141  Introduction to the Economics of Agriculture  3
- AECN 201  Farm and Ranch Management  4
- AECN 225 / 226  Agribusiness Entrepreneurship in Food Products Marketing  3
- MRKT 225  3

MINIMUM of 9 hours of ELECTIVE course work beyond those selected for any of the above may be selected from the following College of Agricultural Sciences and Natural Resources departments:
- Agricultural Economics (AECN) (not AECN 141, AECN 201) (May opt to take AECN 346, AECN 367, AECN 420, AECN 425 to fulfill both ACE 9 and major.)

Agriculture (AGRI) (not AGRI 42) (May opt to take AGRI 115 to fulfill both ACE 4 and major; and/or AGRI 282 to fulfill both ACE 9 and major.)
Agronomy (AGRO) (May opt to take AGRO 131 for ACE 4 and major.)
Animal Science (ASCI)
Biochemistry (BIOC)
Energy Science (ENSC) (May opt to take ENSC 110 to fulfill both ACE 9 and major.)
Entomology (ENTO) (May opt to take ENTO 115 to fulfill both ACE 4 and major.)
Food Science and Technology (FDST)
Horticulture (HORT) (May opt to take HORT 200 to fulfill both ACE 9 and major.)
Mechanized Systems Management (MSYM) (May opt to take MSYM 109 to fulfill both ACE 4 and major.)
Natural Resources and Environmental Economics (NRES) (May opt to take NRES 108 to fulfill both ACE 4 and major.)
Plant Pathology (PLPT) (May opt to take PLPT 110 to fulfill both ACE 4 and major.)
Range (RNGE)
Soil (SOIL)
Veterinary and Biomedical Sciences (VBMS)
Water Science (WATS)

Eighteen (18) of the 24 hours (6 hours production, 9 hours non-production, and 9 hours College of Agricultural Sciences and Natural Resources electives) must be completed at the 200 level or above. Courses and descriptions appear under the individual departmental majors.

Students should consult with their advisor for the appropriate selection of courses.

**Additional Major Requirements**

**Grade Rules**

C- and D Grades
Same as College grade rules.

Pass/No Pass
Same as College Pass/No Pass rules.

**GPA Requirements**
Same as College GPA requirements.

**PLEASE NOTE**

This document represents a sample 4-year plan for degree completion with this major. Actual course selection and sequence may vary and should be discussed individually with your college or department academic advisor. Advisors also can help you plan other experiences to enrich your undergraduate education such as internships, education abroad, undergraduate research, learning communities, and service learning and community-based learning.

**Career Information**

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

- Crop Consultant, Central Valley Ag - York NE
- Accountant, CHS Inc. - Wausa NE
- Agronomy Sales Trainee, Cooperative Producers, Inc. (CPI) - Hastings NE
- Sales Trainee, Dow AgroSciences - Lincoln NE
- Associate, Farm Credit Services of America - Kearney NE
- Grain Merchandiser, Gavilon - Phelps City MO
- Merchandiser-in-Training, Lansing Trade Group - Overland Park KS
- Seed Technician, Monsanto - Waco NE
- Agribusiness Underwriter, Nationwide Insurance - Lincoln NE
- Tractor House Sales Representative, Sandhills Publishing - Lincoln NE

Graduate & Professional Schools

- Master of Business Administration (MBA), University of Nebraska-Lincoln - Lincoln NE
- Master of Professional Accountancy (MPA), University of Nebraska-Lincoln - Lincoln NE
- Master of Arts in Business with a specialization in Intercollegiate Athletic Administration (MAIAA), University of Nebraska-Lincoln - Lincoln NE
- Master of Business Administration (MBA), Concordia University - Lincoln NE
- Associate of Applied Sciences in Fire Protection Technology, Southeast Community College - Lincoln NE